

# LIFE

IN THIS ISSUE

THE ILL-OMENED SEARCH  
FOR A MOUNTAIN  
HIGHER THAN EVEREST



FOOTBALL ROUNDUP

JUSTICE OF NORTH CAROLINA

OCTOBER 3, 1949

20

CENTS

YEARLY SUBSCRIPTION \$6.00



# There's magic <sup>for you</sup> in a **KELVINATOR KITCHEN!**

More space, more time-saving features, more leisure for you than ever before!



## PRESTO! YOUR KITCHEN'S B-I-G-G-E-R!

Yes! Lots more food storage space . . . in no more floor space . . . because Kelvinator's Masterpiece refrigerator is *cold clear to the floor!* Across the *bottom* of the cabinet—a refrigerated Fruit Freshener to keep loads of fruits, vegetables, soft drinks . . . sparkling-fresh, cold, handy! And for more magic—see how leftovers, salad greens, even bread and

cake stay miraculously fresh *for days* in the Cold-Mist Zone! Get a Frozen Food Chest that holds 50 pounds! Get extra-roomy, extra-high bottle space! Get worlds of storage space: 8½ cu. ft. in the shelf area plus 1½ cu. ft. in the Fruit Freshener Zone. Get a refrigerator that is years ahead in design! Get more for what you pay . . . get Kelvinator!



## WHO COOKED THIS DINNER?

Magic! You pop a full meal in the big oven or deep-well cooker of your Kelvinator "Automatic Cook" electric range. Set the controls. Leave the kitchen for hours. Come back at mealtime and dinner's ready to serve! Bake pies, cakes, bread and rolls in the big Heatru oven . . . with master-chef results every time! For amazing sleight-of-hand change your deep-well cooker to a fourth, *extra* surface unit in one easy motion! Get top-of-the-range controls. Big warmer-drawer, 2 utility drawers . . . all on roller bearings!



## THE SUPER MARKET COMES TO YOU!

What's for dinner? Steaks . . . chops . . . chicken? June peas . . . strawberries with ice cream? Abracadabra! You have them like magic—right out of your Kelvinator Freezer! It's amazingly compact—holds 210 lbs. in the space of a small kitchen worktable. With it, you'll save many trips to the store. You'll save time by buying in quantity, storing supplies for weeks, months ahead. You're prepared for everyday meals, parties, unexpected guests at all times. And—while you feast royally you'll save dollars like magic!

*See the full line of Kelvinator extra-value appliances at your dealer's. His name is in your classified phone book.*

**GET MORE...** *Get* **Kelvinator**

KELVINATOR, DIVISION OF  
NASH-KELVINATOR CORP.  
DETROIT 32, MICHIGAN



**NOT THIS WAY . . .**



**OR THIS WAY . . .**



**BUT THIS WAY . . .**

**to really fight infectious  
DANDRUFF!**



The "Bottle Bacillus", scientifically known as "P. ovale", called by many dermatologists a causative agent of infectious dandruff.



Don't be a chump. While you may expect some help from soap and water or shampoos, don't overlook the fact that the tested way to get after the infectious type of dandruff is with Listerine Antiseptic and massage.

You see, this type of dandruff is an infection and should be treated as such—with *real germ-killing action*.

That is why, at the first sign of flakes, scales and itching, you should douse on full-strength Listerine Antiseptic and follow with vigorous fingertip massage.

**Kills "Bottle Bacillus"**

On the hair and scalp Listerine Antiseptic kills millions of the stubborn "bottle bacillus" (P. ovale), widely believed to be a causative agent of infectious dandruff.

Almost at once you see ugly flakes and scales begin to disappear. Your scalp feels gloriously clean and healthy. Your hair resumes its normal appearance.

If infectious dandruff has a "head-start" you will want to keep after it systematically with Listerine Antiseptic.

In clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of dandruff sufferers. For more than 60 years the chief use of Listerine Antiseptic has been as an antiseptic mouthwash and gargle.



**At the first symptom... LISTERINE ANTISEPTIC — Quick!**



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When you're in South America  
**THE "TRADE-MARKS"**  
**OF NATURE** \*  
 identify these native animals



A huge orange-colored bill with a round, black spot near the end identifies this exotic bird as a **TOCO TOUCAN**.

The **JAGUAR**, a bold and dangerous hunter, is distinguished by the black spots or rosettes (black spots within black rings) which mark its yellowish coat.

The **BOA CONSTRICTOR** is distinguished by its special color pattern—brown skin covered with many tan saddle-shaped crossbars that become brick red at the tail.

Spider-like arms and legs distinguish the **SPIDER MONKEY**, who is a "skinny" of the monkey family.

The map-eating **PIRANHA**, usually only eight to twelve inches long, is identified by vicious, triangular teeth set in an under-shot jaw.

The **HONEY BEAR**, or Kinkajou, isn't really a bear at all, but a member of the raccoon family. He is identified by his short yellowish brown fur, short legs and a very long, prehensile tail.

There's no mistaking the **GIANT ANTEATER**, which looks like no other animal on earth. His tube-like snout and long, sticky tongue are just right for licking up ants and termites. His powerful claws are adapted for ripping open ant-hills.



The **LLAMA**, South America's beast of burden, is easily identified by its camel-like face. It is related to the camel but is smaller, has longer ears, a more woolly coat and does not have the camel's humps.

When you buy gasoline  
**THE "TRADE-MARK"**  
**"ETHYL"**  
 identifies gasoline stepped up with "Ethyl" antiknock fluid



**OBTENGA MAYOR FUERZA MOTRIZ . . .**

is our good neighbors' way of saying "Get more power." The best way to do that is to . . .

ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.



"Ethyl" antiknock fluid is made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.



# Now-Home Repairs Made Easy!

**2056 Easy-To-Follow How-To-Do-It Pictures Simplify Every Step!**

## Why Do It Hard Way?

**Carpentry, Wood-working:** Here are all the basic techniques and tested methods of carpentry, wood-working and cabinet making—made easy as A-B-C to insure best results.



## Save Up To 90% On Repairs!

**Electricity, Plumbing, Heating:** Answers your every question about electricity, plumbing and heating systems, etc.

## Trade Secrets Of 52 Experts!

**Interior Work, Exterior Work:** Newest methods and short-cuts, eliminating leaks, estimating, materials, roofing, drainage systems, flashing, vents, etc.

## No Special Skills Are Needed!

**Painting, Paperhanging:** Shows you how much paint to use for interior, exterior. Best kind to buy. How to mix. What brushes to use. How to prepare surfaces. How to apply. How to estimate, cut, measure, match, paste, fold, trim and hang paper, etc.

## Will Pay For Itself Many Times Over!

**Masonry, Concrete, Plastering:** Practical facts about brick work, concrete, stucco, cement blocks, glass blocks. Describes in easy-to-follow detail all techniques, tools. How to prepare mixes, estimate needs. How to water-proof basement, repair cracks, lay bricks, etc., etc.



**Home Repairs Made Easy**  
COMPLETE ILLUSTRATED GUIDE  
EASY-TO-FOLLOW PICTURES

**12 Books in 1**

Covers everything from start to finish! 448 oversize pages—2056 crystal-clear pictures—quick, easy-to-find reference. Water-proof, grease-resistant, handsome life-time binding. Mail coupon for FREE examination.

Helpful Hints

## SAVE MONEY!

Now—Make Repairs Like An Expert—But SAVE Expert's High Prices!

**Thousands of Ways to Save Money, Have Fun! Everything Beginner or Expert Needs to Know!**

HERE'S your opportunity to get for FREE examination "Home Repairs Made Easy," the entirely new and different guide that takes apart and simplifies every step from start-to-finish; 2056 "show-all," easy-to-follow pictures, including hundreds of vivid, crystal-clear 3-dimension drawings.

The detailed "how-to-do-it" pictures show you what to do and what not to do...exactly how to get started...what tools to use... how best to use them...what steps to follow from very beginning to real professional finish.

## Must Be Seen To Be Appreciated

With this huge illustrated book as your expert guide you need no technical knowledge, no special skills. Every simplified picture and direction in "Home Repairs Made Easy" has been fully tested by actual use.

Nothing has been left to chance. You can't possibly go wrong. And now for the first time, these proven professional methods, latest short cuts, newest labor- and material-saving ideas, and "tricks of the trade" are yours.

Actually 12 books bound as one—this authoritative encyclopedia covers everything from fixing a dripping faucet to white-washing a cellar—from making your own keys to installing a new heating system.

## Save Hundreds of Dollars Thousands Of Ways

Imagine saving 90% on cost of papering a room or painting your home (inside or out)—insulating your home for just the price of materials—"doing over" your porch for less than \$50...fixing any plumbing or electrical appliances in a jiffy. You'll be surprised how simple all these repairs and alterations now are with the help of this step-by-step guide.

Once you go through "Home Repairs Made Easy"—packed with thousands of usable everyday facts, ideas and suggestions, you'll agree you wouldn't give it up for anything.

But you must see it to appreciate its great and permanent value! That's why we offer to send it to you for FREE 10-day examination and use. Send no money! Mail coupon NOW!

## Magazines and Newspapers Applaud

"This is without doubt, the greatest gold mine of up-to-the-minute ideas, short cuts, professional secrets, and step-by-step directions ever crammed into 1 giant volume on home repair!"  
"There's never been such a useful, easy-to-follow home repair guide for any house wife, as well as any man about the house."  
"For those who don't relish paying today's high prices 'Home Repairs Made Easy' is surely a godsend. Any amateur can now do or supervise thousands of home repair jobs with its expert guidance."



## What's Your Home Repair Problem?

Find the answer in a jiffy in this greatest-of-all home guides! Below is just a partial list to show its completeness and wide scope.

### WHAT TO DO WHEN...

lights go out  
glass pane breaks  
door lock sticks  
roof leaks  
plaster cracks  
furnace smokes  
flue backs up  
pipes freeze  
sink clogs  
toilet backs up  
plumbing knocks  
wiring short circuits  
toaster burns  
vacuum cleaner doesn't pick up  
concrete cracks  
doors swell  
windows rattle  
stairs squeak  
shingles get loose

door hinge falls off  
water discolors  
mouldings loosen  
termites attack  
paint fails to dry

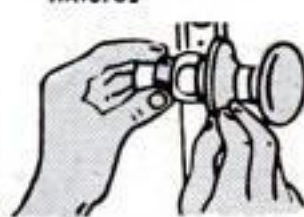


Put shelves under stairs; build corner closets, etc., just for cost of materials alone.

### HOW TO...

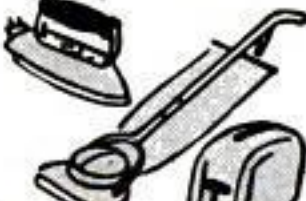
cut down fuel bills  
read meters  
change ice-box door gasket  
install locks  
add closet space  
make door keys  
lay linoleum  
refinish floor  
mix paints  
care for paint brushes  
paint over chipped paint  
shingle or reroof  
weatherproof  
get house ready for winter or summer  
build window cornices  
stucco outside

build bookcases  
make screens  
cut, hang wallpaper  
build home repair center  
plaster walls  
convert attic  
install shower  
replace corroded pipe  
install new lighting fixtures



Whether it's fixing a lock or building a workshop here's all the latest dope.  
repair gutters, downspouts  
paint over wallpaper  
enlarge doorway  
lengthen lamp cords  
finish or refinish furniture  
properly defrost  
take out, put up partitions  
make taller or smaller doorways  
enlarge kitchen storage space  
construct retaining wall  
put up storm windows  
stucco outside

cure damp basement  
install heating system  
lengthen lamp cord



Repair irons, toaster, vacuum cleaners easily and safely.

### ENTHUSIASTIC PRAISE

"The ideas I got from 'Home Repairs Made Easy' when my house was being built saved me many hundreds of dollars and plenty of headaches."—T. J. P.—Los Angeles, Calif.  
"With no man around the house this wonderful book has been a blessing. I do all the odd jobs myself and get a big kick out of it."—Miss L. V.—Boston, Mass.  
But the important thing is how this new, different, and practical guide can serve you. So take advantage of our offer to send it to you for 10 days' FREE examination.



## Send No Money!

There's never been a book like "Home Repairs Made Easy." See how one answer can easily be worth many times its small cost. Don't ask you to buy it. Instead, let us send it to you now for 10 days' FREE EXAMINATION!

You'll be surprised at the things you can do with its help...delighted with the fun you get. If not, return within 10 days. But if you agree you can't afford to be without it, send only \$2.95 (plus few cents postage and handling); then 2 monthly payments of \$2 until bargain price of \$6.95 is paid in full. Mail coupon now—without money.

## IDEAS GALORE TO ADD CHARM TO YOUR HOME!

LET us send you as your FREE GIFT this wonderful idea-book—full of the smartest, thriftiest ways to make your home more valuable... more saleable... more livable!  
Purchased separately this 179-page book costs \$1. But if you act at once, it's yours ABSOLUTELY FREE just for examining the sensational new illustrated guide—"Home Repairs Made Easy." (Send no money! Pay postman nothing! Mail coupon!) You keep your gift book even if you decide not to keep "Home Repairs Made Easy."

### Here's Partial List of Ideas in This Gift Book

Playrooms • Clothes closets for children  
• Converting attic • Remodeling fireplace • New windows from old • Modernizing bathroom • Fluorescent lighting • Glass shelves • Glass blocks for walls, partitions, etc., etc.

You can't afford to be without this idea book. And it's yours absolutely FREE—if you act at once. Mail coupon NOW!

**FREE**  
10-DAY EXAMINATION

**NELSON DOUBLEDAY, INC.**  
DEPT. L-10, GARDEN CITY, N. Y.

Send me immediately for 10 days' FREE examination "HOME REPAIRS MADE EASY." I will examine and use without obligation. If I return within 10 days—I owe you nothing. If I keep it, I pay you only \$2.95 (plus few cents postage and handling), and 2 monthly payments of \$2 until bargain price of only \$6.95 is paid in full.

Also ship me at once ABSOLUTELY FREE, the 179-Page Book "101 Ways to Increase The Value Of Your Home," which I keep as a gift, even if I don't keep "Home Repairs Made Easy."

Name \_\_\_\_\_

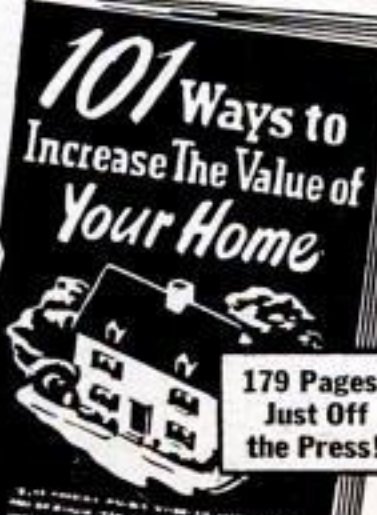
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

IN CANADA: 105 Bond Street, Toronto

**Absolutely FREE**

Just For Mailing Coupon



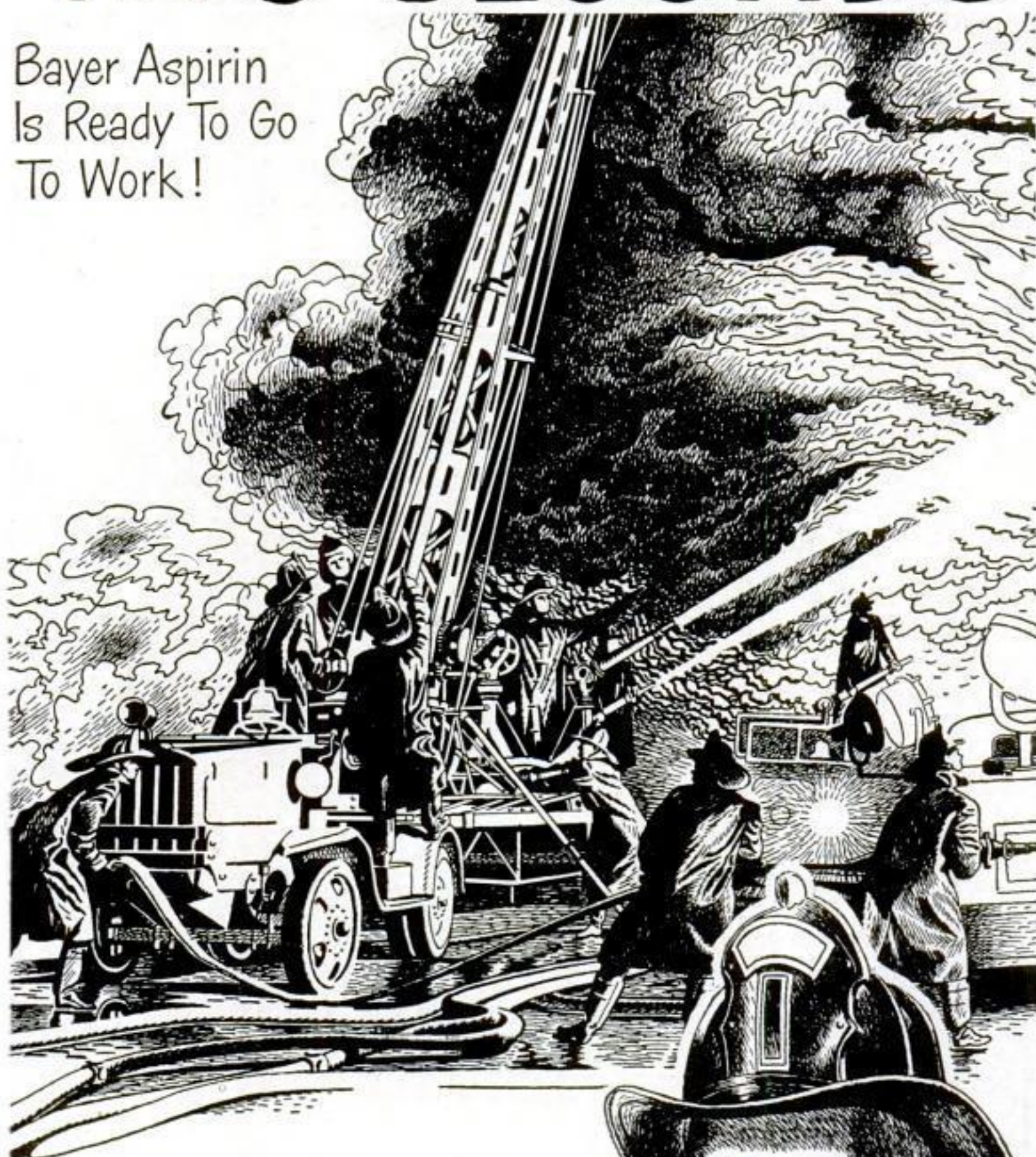
179 Pages! Just Off the Press!



In 30 Seconds, Fire Truck  
Aerial Ladders Extend  
Long Arms Of Rescue  
Up Burning Buildings...  
But In Only

# TWO SECONDS

Bayer Aspirin  
Is Ready To Go  
To Work!



## MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you want really *fast* relief from ordinary headache, neuritic or neuralgic pain, use Bayer Aspirin tablets. They bring you relief with amazing speed because they start disintegrating almost instantly you take them. Timed by stopwatch, they're ready to go to work in *two seconds*.

But *fast* relief isn't the only reason why it pays to use Bayer Aspirin. Also important is the fact that you can take it with *complete confidence*. For Bayer

Aspirin's single active ingredient is not only *so effective* that doctors prescribe it for pain relief, but is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So when you're in pain, don't experiment with drugs that have not been proved by years of successful use. For the *fast* relief you want—and the *dependable* relief that's important to your health—take Bayer Aspirin. And be sure to ask for it by the name "Bayer".

**\*Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

# BAYER ASPIRIN

## LETTERS TO THE EDITORS

ROCKFORD, ILL.

Sirs:

I have read your article on the social classes of Rockford (LIFE, Sept. 12). While still a child I was taught that in our democracy there should be no room for discrimination; that a man should be judged by what his character is, not by the wealth he has amassed.

Who does W. Lloyd Warner think he is that he can classify the citizens of Rockford?

No, sir, it is not fair to Rockford or its citizens to have an article like this published.

MRS. TIM MACKEY

Rockford, Ill.

Sirs:

I should like to congratulate LIFE and Professor Warner on the social-classes story. It was a brilliant piece of journalism. Seldom have I seen represented in public print so accurate an account of research that I knew intimately. Everybody we know here has seen it and is talking about it and seems to be getting as big a kick out of it as I do.

JOHN DOLLAR  
Professor

Institute of Human Relations  
Yale University  
New Haven, Conn.

Sirs:

Where would your Professor Warner try to pigeonhole Abraham Lincoln?

MARY SANDERS

Tuckahoe, N.Y.

● By Professor Warner's scoring system, Lincoln, who was born to a lower-lower family, would rate this way as his life progressed. Around 1835, as a clerk, postmaster and rail-splitter in New Salem, Ill., where he lived in the back of the local store and worked for wages, he would score 16 points for occupation, 15 for residence and 15 for earnings to put him in the upper-lower class. Later when he became a lawyer (4 points) and first moved to Springfield, he lived from small fees (9 points), boarded free with friends and shared the bed of a merchant over the general store (15 points) and had risen to lower-middle. As President (4 points) he lived temporarily in the well-landscaped White House (2 points) in a good Washington neighborhood (2 points), had an income derived from salary (12 points) and had risen to lower-upper. Because his earnings as President were salary rather than income or inherited wealth, he never got into the upper-upper class.—ED.

Sirs:

I live in a trailer. I am assistant professor of chemistry at Union University's Albany College of Pharmacy. My income is from salary, mostly, but I own a few stocks and bonds.

I believe that there is a grave need for educating the general public to the fact that living in a trailer does not automatically put a person into a lower class....

MARTIN LITTLE

Albany, N.Y.

● Exactly as with houses, the kind of trailer and the neighborhood it stands in determine the social rating.—ED.

CONTINUED ON NEXT PAGE

## NEW! DIFFERENT! A False Teeth Cleanser that Really Cleans!

Coleo, made by Colgate, preferred  
by 7 out of 10 false-teeth  
wearers in introductory tests!



Coleo gets plates and bridges so clean that it's a great help in avoiding "false-teeth breath" due to improperly cleaned dentures!

**Contains special ingredient that gently fizzes off film in 10 to 15 minutes... no brushing!**

Coleo cleanses away mucin (film) and removable surface stains more completely... leaves teeth more sparkling-clean and mouth fresher-tasting. Coleo will not fade dentures, even the new, acrylic plastic plates. Try it now!



Coleo is the trade-mark of the Colgate-Palmolive-Peet Company.

## Sensational NEW EVANS AUTOMATIC LIGHTERS

**\$10.00**  
tax free

THE NEW MAGIC LAMP  
TABLE LIGHTER

Look for the Red Seal... an exclusive feature found in all new Evans lighters.

Fuel control... prevents fluid evaporation, overflow... gives instant light always.

PERFECT GIFT, PROUD POSSESSION. SILVER OR GOLDEN METAL FINISH CAN BE PERSONALIZED WITH ENGRAVING. OTHER MODELS FROM \$5

... AMERICA'S BEST *Evans*

EVANS CASE CO. ... No. Attleboro, Mass.

CREATORS OF FITTED HANDBAGS AND POWDER BOXES



100% Wool  
Gabardine  
**SHELTERS**



Westport

**Shelters®**

This label always identifies a reliable, genuine water-repellent Shelters Topcoat. Look for it when you buy.



UNITED STATES RUBBER COMPANY

Serving Through Science

## LETTERS TO THE EDITORS

CONTINUED

### TITO

Sirs:

Oh, please! Isn't it bad enough that \$20 million is being loaned to Tito, without our having to bear several pages of him (*LIFE*, Sept. 12)? Let us not forget for a moment that Tito is an antireligious dictator whose split with Stalin is ideological. . . .

ALLEN HICKLIN

Cleveland, Ohio

Sirs:

Of course *LIFE* and its readers will not have forgotten that this Tito, who loves cowboy pictures, who "defied the Kremlin," also has defied the U.N. and the U.S.; and did in fact shoot down five of our American boys in flames in their unarmed airplanes and throw their bodies in a heap, and refuse to turn them over to us for decent burial until we gave him an ultimatum.

This naughty boy of the Cominform is still a Communist and proud of being one.

FRANK G. RIVERA

Los Angeles, Calif.

### CHEERFUL CHIMP

Sirs:

After seeing your story on Micky, the dishwashing monkey (*LIFE*, Aug. 29), I couldn't resist showing you the picture I took of Billy the Chimp doing the ironing.

Billy is 7 years old, has acted in many pictures and is a clever mimic of humans. Although frankly I don't think she is quite up to mastering the iron, I am certain she is enjoying it.

EDDIE HOFF

Los Angeles, Calif.



BILLY DOES THE IRONING

### SCHOOL CLOTHES

Sirs:

Was your article "School Clothes" (*LIFE*, Sept. 12) serious? The whole system of fashions and styles is an insult to the intelligence of mankind and is bad enough when practiced by adults. But when kids of the kindergarten age have to swallow such guff, that is going too far. The next thing you know, Paris fashion designers will be measuring the hemlines on diapers.

EDMUND R. SCHROEDER

New York, N.Y.

### NEEDLERS

Sirs:

I enjoyed your article on needlework (*LIFE*, Sept. 12) and inasmuch as your writer states that people of both sexes do it, I hope that more men will take up this fascinating pastime.

CONTINUED ON NEXT PAGE

FOR BEST RESULTS:

shave with **Barbasol**



"I'm cheering  
for you...  
and that  
Barbasol face!"



**YES**—fast, smooth Barbasol shaves rate cheers in any man's game. They *look* good; they *feel* good—and Barbasol actually *is* good for your skin! It's soothing—never tightens or dries the face. Yet Barbasol gives you really close, comfortable shaves that last *all day long*. So start *today*—shave the "cheer-full" way—the brushless way—with Barbasol! Try it!

**No brush  
No lather  
No rub-in**

Use it also for soothing relief of windburn, chapping, chafing, itching.

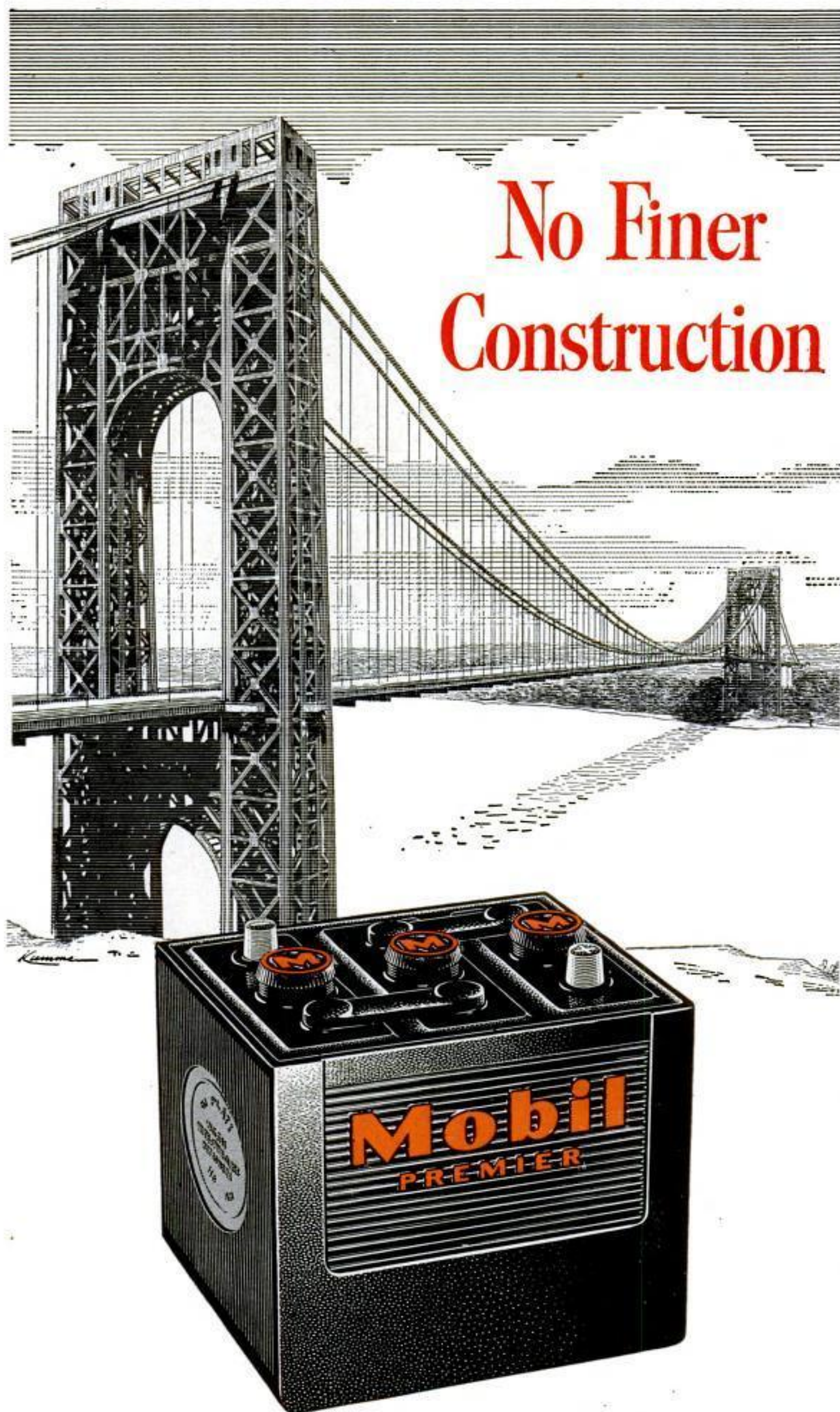


AVOID

**"Athletic Aroma"**

USE BARBASOL  
LOTION DEODORANT





No Finer  
Construction



#### ALWAYS FINEST QUALITY

Here's battery quality that spans the U.S.A. . . . is offered by 45,000 Mobilgas dealers—guaranteed by the makers of Mobilgas, America's favorite gasoline! Stop at the Sign of Friendly Service! Ask for a Mobil Premier Battery!

Mobil Battery



See Your Mobilgas Dealer

for Battery Quality Every Time . . . Battery Service Any Time

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

## LETTERS TO THE EDITORS

CONTINUED

Last week at the Palmyra Union Agriculture Fair, with contestants from five counties, I received five first awards on various kinds of embroidery, two second awards and a third; this week at the New York State Fair I got five first awards and a third. . . .

H. W. CORRELL

Palmyra, N.Y.

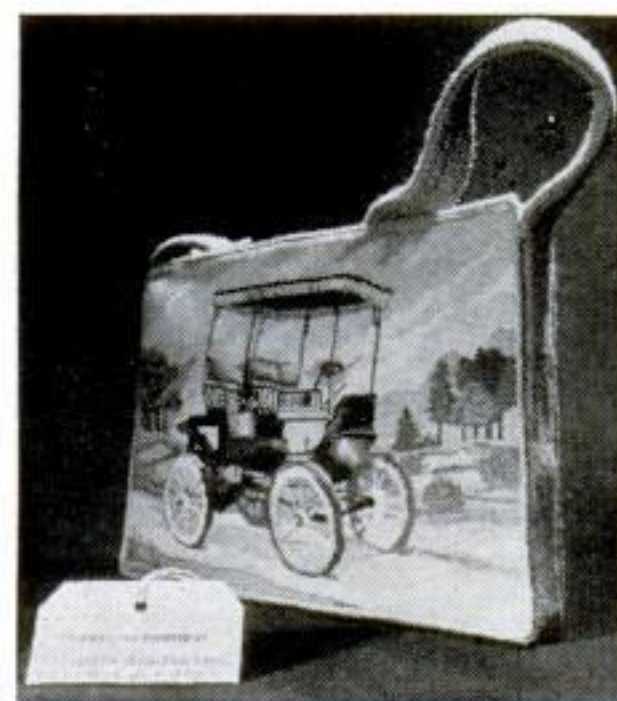
Sirs:

You show a group of needleworkers and I am among them—on the right with coronet braid.

The handbag I am holding shows one of Mr. Van Sciver's collection of antique automobiles and is a 1900 Columbia electric surrey with fringe on top. On the reverse side I have worked our 1903 Ford with rear-entrance tonneau. Mr. Van Sciver has 35 of these early model cars and I am doing needlepoint pictures of most of them.

LOUISE E. VAN SCIVER

Philadelphia, Pa.



VAN SCIVER'S ELECTRIC SURREY

#### DISTORTED PAINTINGS

Sirs:

I want to thank you for the story of the distorted paintings (LIFE, Sept. 12), which must be seen in special mirrors to make sense. It came in handy in the preparation of my sermon today. After referring in my introduction to the story in LIFE, I said, "Our distorted opinions, ideas, mental images, prejudices, absorption with mere appearances need a key mirror in the center of our thinking to correct our images." Then I went on to say that Jesus Christ had such a key in His clear vision of the invisible kingdom of God all around Him. We need to see life through His eyes more clearly.

If you were a preacher you would know how welcome such an illustration can be at the right time.

CHARLES H. GILBERT  
Minister

Maine Federated Church  
Maine, N.Y.

#### "HAP" ARNOLD

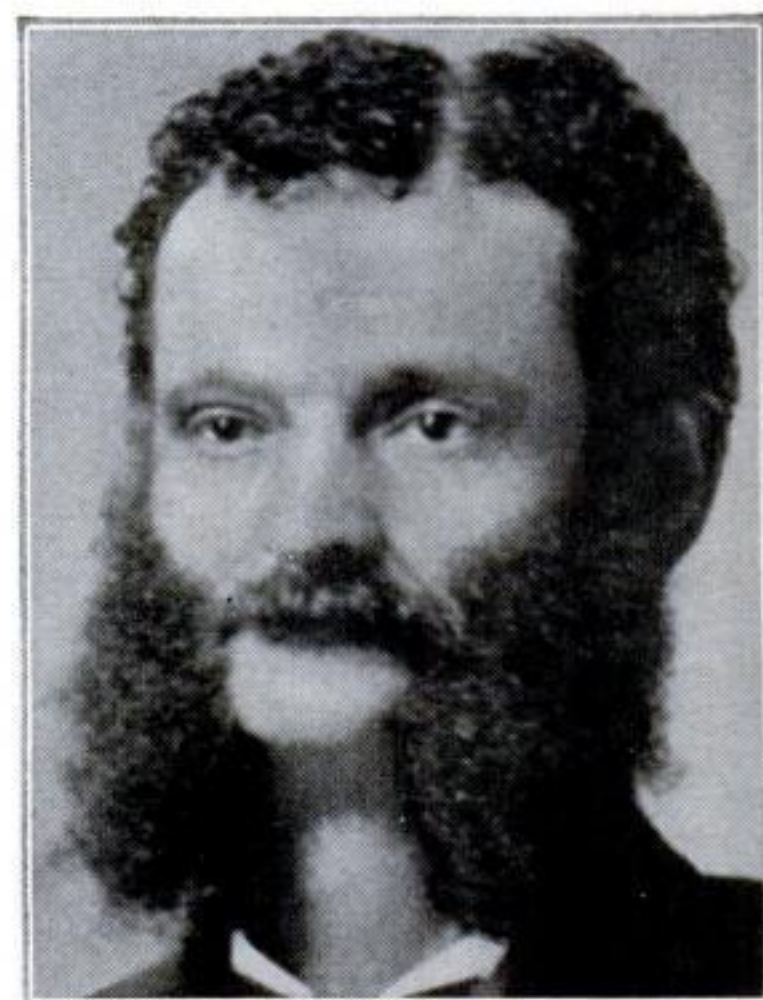
Sirs:

Solely in the interest of accuracy, I must report that General Arnold's reference (LIFE, Sept. 12) to the Associated Press's breaking the story about the French officer aboard the crashed bomber near Inglewood before the war was not true. It was the United Press.

The U. P. broke the story first because 1) I remembered my French from 19 months in the mud and scum of things in France during World War I, and 2) I was then editor of the Inglewood Daily News and a Unipresser.

I talked with the injured French officer before the War Department slapped on the most stringent iron curtain of censorship I have ever experienced. It was then that we came

CONTINUED ON NEXT PAGE



Best shaving news  
since whiskers went out!

**BENEX**

Makes beards 1/5 water!



At last—shaving's a snap! New Benex makes your beard soak up 1/5 its weight in water—so your razor just whizzes through! Easy on, easy off—won't clog razor or drain. Try new Benex today!

BRISTOL-MYERS' BRUSHLESS WONDER

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**

**HARTFORD ACCIDENT  
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK  
INSURANCE COMPANY**

**HARTFORD 15, CONNECTICUT**



# All-day WAISTLINE COMFORT

even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1 1/2 to 3 inches.

So — get into a Nemo Adjustable

Waist! Its elastic Magic "V" self-adjusts to this inevitable spread, slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin.

At all good stores. From \$7.50.

**Nemo**

ADJUSTABLE WAIST  
FOUNDATIONS

WITH THE PATENTED MAGIC "V"

© 1949, KOPS BROS., INC., 385 5TH AVE., N.Y.C. 16

## LETTERS TO THE EDITORS

—CONTINUED—

out with the story. The airplane manufacturers denied it. The airport authorities denied it. The War Department denied it. We stood pat. It had repercussions in Moscow, Berlin, Paris and London—it was the first the world knew that we were training pilots from France to fight the Germans in the war that hadn't yet broken.

Also, for the sake of accuracy, I am now an A.P. member.

J. L. ROSENBERG

Sacramento, Calif.

Sirs:

Evidently Hap Arnold experiences a sadistic delight in telling of the incivility of Major Reuben Fleet in cussing a group of chaplains on the march in rain and darkness from the port of Southampton. To me, a chaplain of the World War I who squished and squashed in the mud of France for 13 months at the lines, the impudence of the major is most unfunny. Luckily for him my outfit was already at the lines near Cambrai; otherwise I might have had to appoint myself a committee of one to poke the distinguished major on the nose as he deserved. Court-martial for me? Bah! Hap says it was dark, late and raining, doesn't he?

REV. W. A. BEAUDETTE

Rhineland, Wis.

### HOPALONG'S AGE

Sirs:

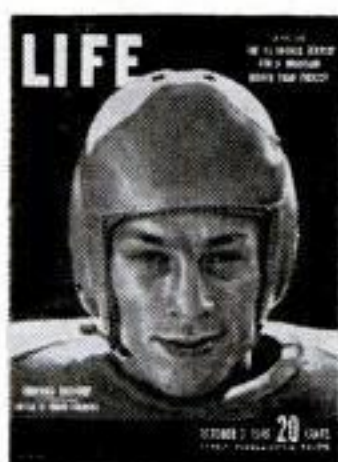
You said Hopalong Cassidy was born in 1907 (LIFE, Sept. 12). Then you said he was 51. Is he 51 or 42?

CAROLE KENYON

Glen Cove, N.Y.

CONTINUED ON NEXT PAGE

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## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Is my face red! I took it upon myself to write my first letter to any magazine and what happens? I pull a boner.

I bragged to my husband that I had found a mistake in LIFE in the Hopalong Cassidy article, and had already rushed my card in to you. Later my husband was reading the magazine and asked me if I had said that Bill Boyd was born in 1907. I promptly said, "Yes." He said, "It doesn't say that." Well—then I read the article carefully. I shall never write again; I have learned my lesson.

BETTY STANLEY

Long Beach, Calif.

● As re-reader Stanley discovered (and as dozens of other hasty error-callers should have realized) LIFE said that 1) the character Hopalong Cassidy was born, in Author Mulford's mind, in 1907; 2) Actor Bill Boyd himself, who plays the role, is 51.—ED.

### BIKINI SUIT

Sirs:

Having worn a Bikini suit (LIFE, Sept. 12) for four years without a single mishap, I might add, "It's all in knowing how."

DORIS E. TROBENICK

Annandale, Va.



KNOWING HOW

Sirs:

The trouble isn't with the Bikini, it's with the clothing salesmen who think the Bikini is a bathing suit. On the Riviera it's strictly a sunsuit, worn by the girls who just want to be in the sun, whose most strenuous activity is patting on suntan lotion. When they have to walk they put on a beach coat. Then, when it's time to sun some more they take a quick peek inside first, to adjust anything that's slipped. A few, who have unusually pert superstructure, get along okay without the coat.

LEE DAVENPORT

Los Angeles, Calif.

Sirs:

For six hours I looked and have yet to see the "unattractive areas" you say are disclosed by the naughty Bikini.

M. M. GWINN

Atlanta, Ga.

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at 9 Rockefeller Plaza  
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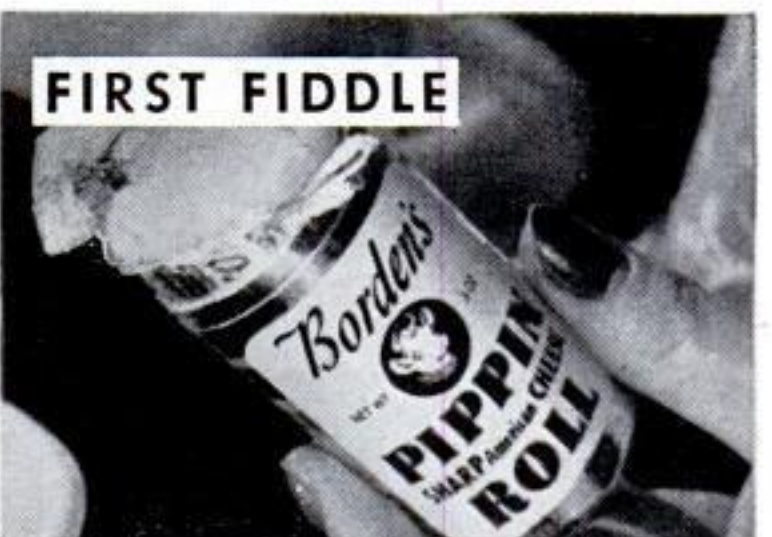


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The trade-mark "Eveready" distinguishes products of **NATIONAL CARBON COMPANY, INC.** 30 East 42nd Street, New York 17, N. Y. Unit of Union Carbide and Carbon Corporation



**Saturday, September 24,** Jack Peix picked 10 out of 10 winners in a football pool . . . found Lady Luck still smiling when he visited friends that evening and was served Borden's Pippin Roll. "What a cheese! What a cheese!" winner Peix kept murmuring happily as he heaped cracker after cracker with this sharp, rich, smooth-spreading Cheddar.



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theatre seats—in fact anywhere that lastingly attractive appearance, extra long life, easy cleaning, low maintenance are important.

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# Up the Wooden Hill

Up, up, a step at a time, to the land where the dream tree grows. Up to bed, cuddled cozy and warm in her downy Merrichild Sleeper!

Merrichilds are lovely to look at — and how they wear! Overlapping shoulders are stitched twice for sturdiness — roomy feet have double soles. Gripper snap-fasteners laugh at the laundry — won't come off!

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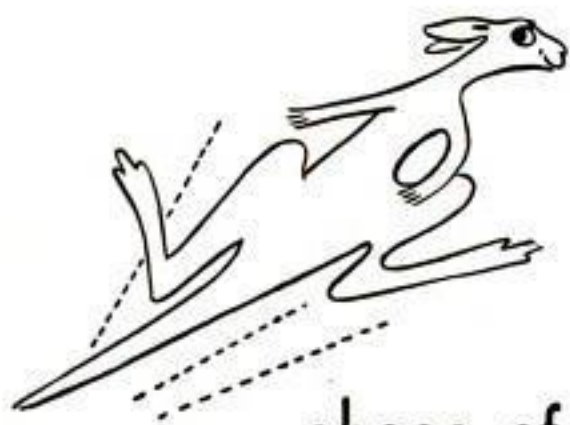
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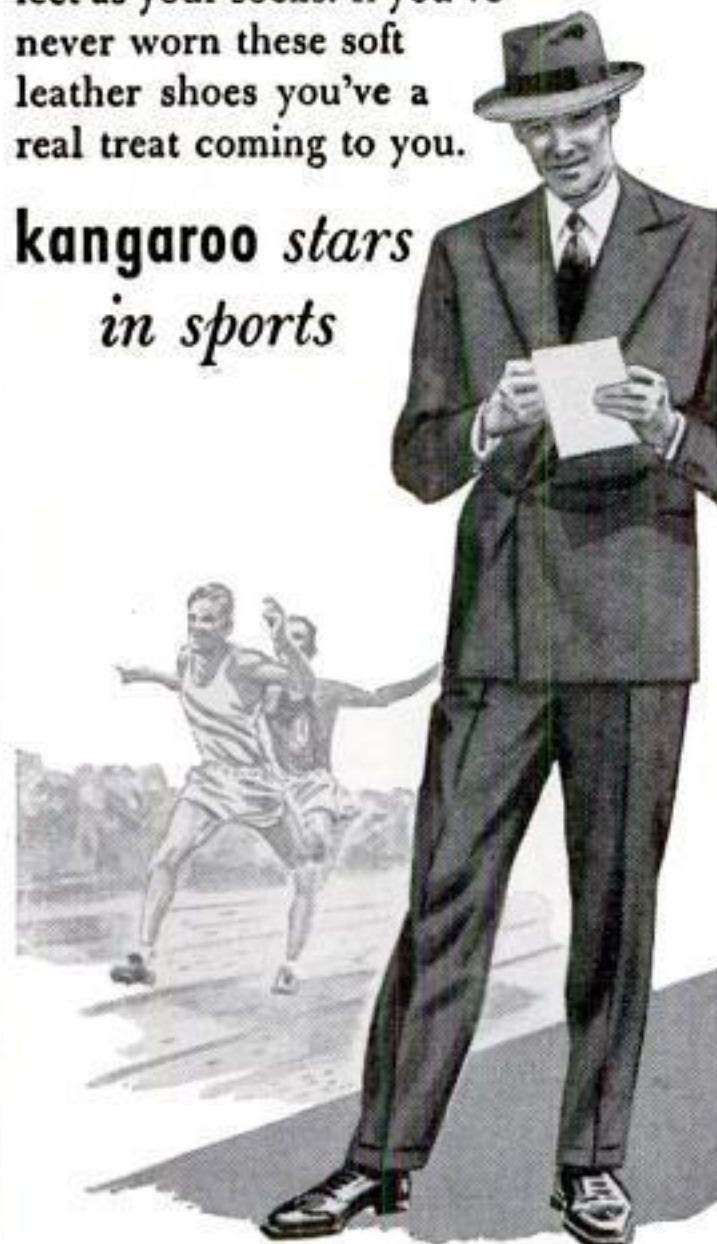
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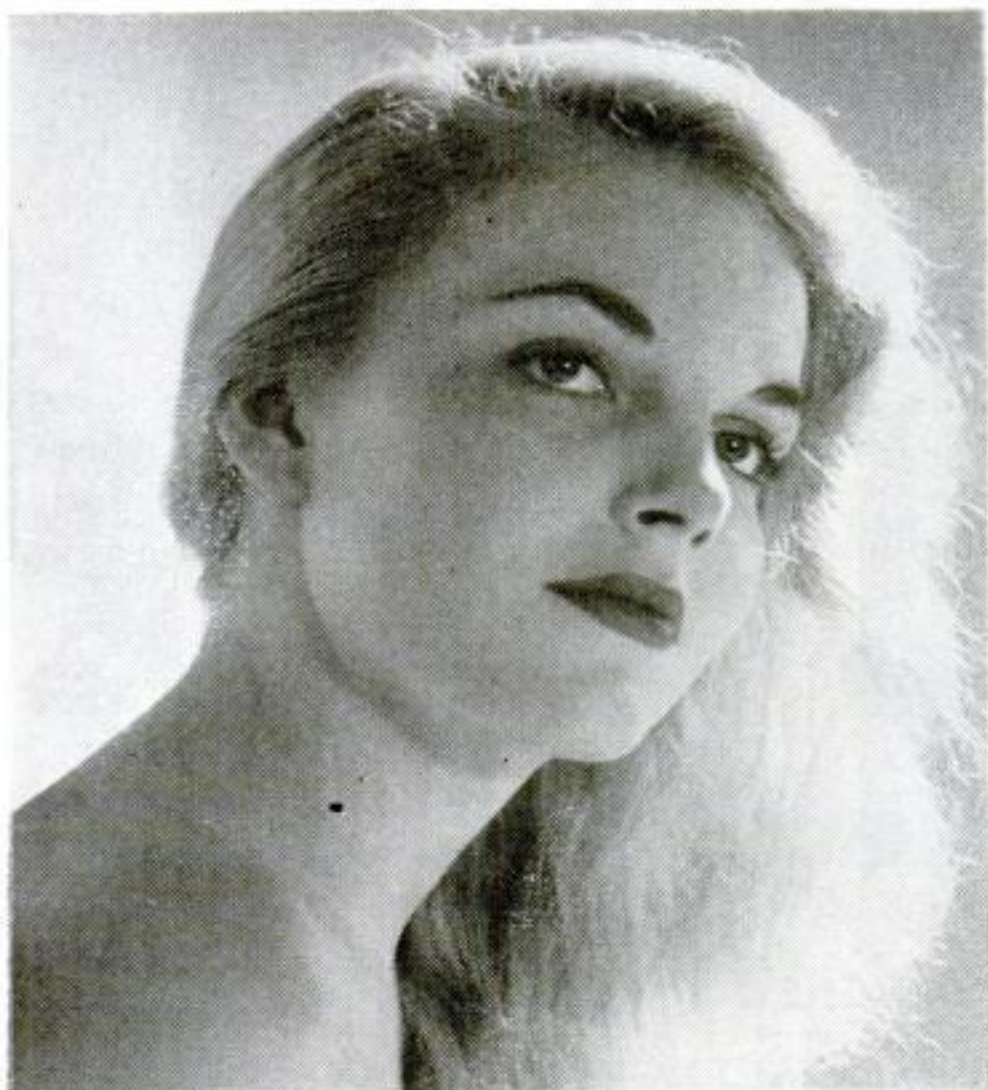




SKIING: JEAN MARSHALL



SHOOTING: LORAYNE ANDERSON



PAT WILLIAMS, most prominent beauty in the show, represents no specific sport but tells jokes, recites poetry.

## SPEAKING OF PICTURES . . .

... These are sporting prints from "Blackouts"

Last month when Showman Ken Murray brought to Broadway his durable vaudeville revue, *Blackouts*, after a seven-year run in Hollywood, many New York critics found its wheezy gags and traveling-salesman humor too corny for comfort. But everybody took comfort in the display of girls. Murray had arrived with a crop of cuties as pretty as anything that ever ripened in California sunshine.

Murray required no theatrical talent of his girls (some were ushers, hamburg slingers, store clerks) except that they be equipped to stand around and

look appetizing. They do this in various ways and on various slim pretexts. The girls exhibited here make up a collection of living sporting prints which are displayed in a strictly nonathletic but highly agreeable scene. When asked how it felt to be the recipients of more goggle-eyed admiration than any other girls on Broadway they all replied with modesty. Said Phyllis Applegate, who jiggles as she walks, "I have no outstanding talent in the show, unless you call shaking a talent." Said Jean Marshall, "I don't feel a thing. Anyway, my feet are too big."





**GOLF: JOAN MORLEY**



**ARCHERY: BETTY MEADE**



**SWIMMING** is depicted by Phyllis Applegate, who got her stage job by applying for it in a French bathing suit.



**HIKING** is represented by twins Joann and Jean Corbett, who say, "If people admire us they must be blind."



**BASEBALL** has Consuelo Cezon, 21, as the batter who wears windmill beanie and interesting baseball brassiere.





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# LIFE

Vol. 27, No. 14

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October 3, 1949

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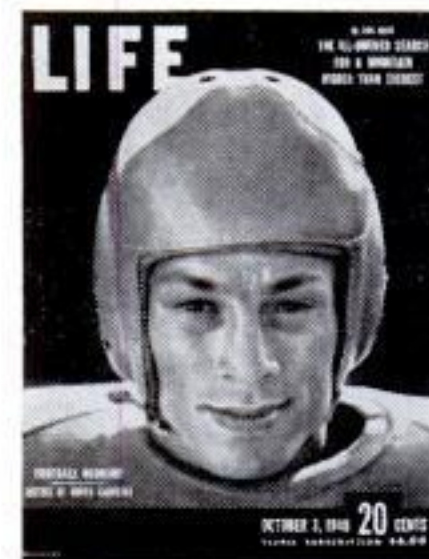
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## LIFE'S COVER

The young man on LIFE's cover, who looks a little like Rudolph Valentino made up as Superman, is Charles ("Choo Choo") Justice of the University of North Carolina. All of the residents of Chapel Hill and many citizens of other communities think Choo Choo is the best collegiate football player in the world. A married man of 25 and the father of a year-old son, Justice is playing his last season for the Tarheels. It promises to be a brilliant season not only for Justice but for most of the U.S.'s football fans, as the photographs on pages 74 to 80 indicate.



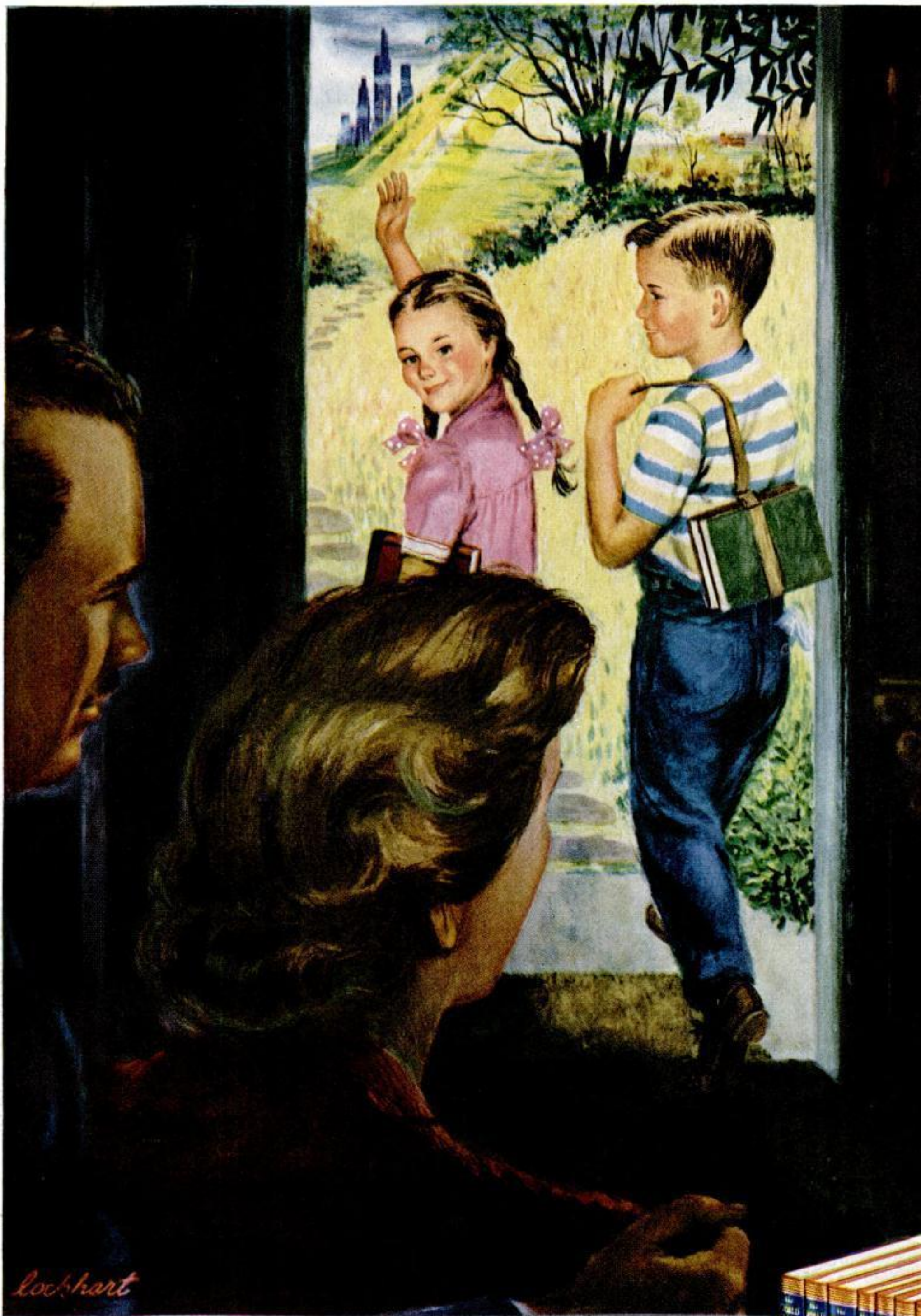
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	111—BRUCE TINGLE
	112, 113, 114, 116—JOHN DOMINIS

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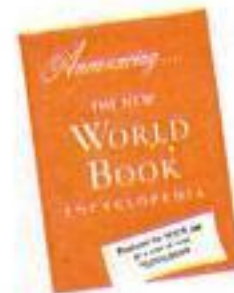
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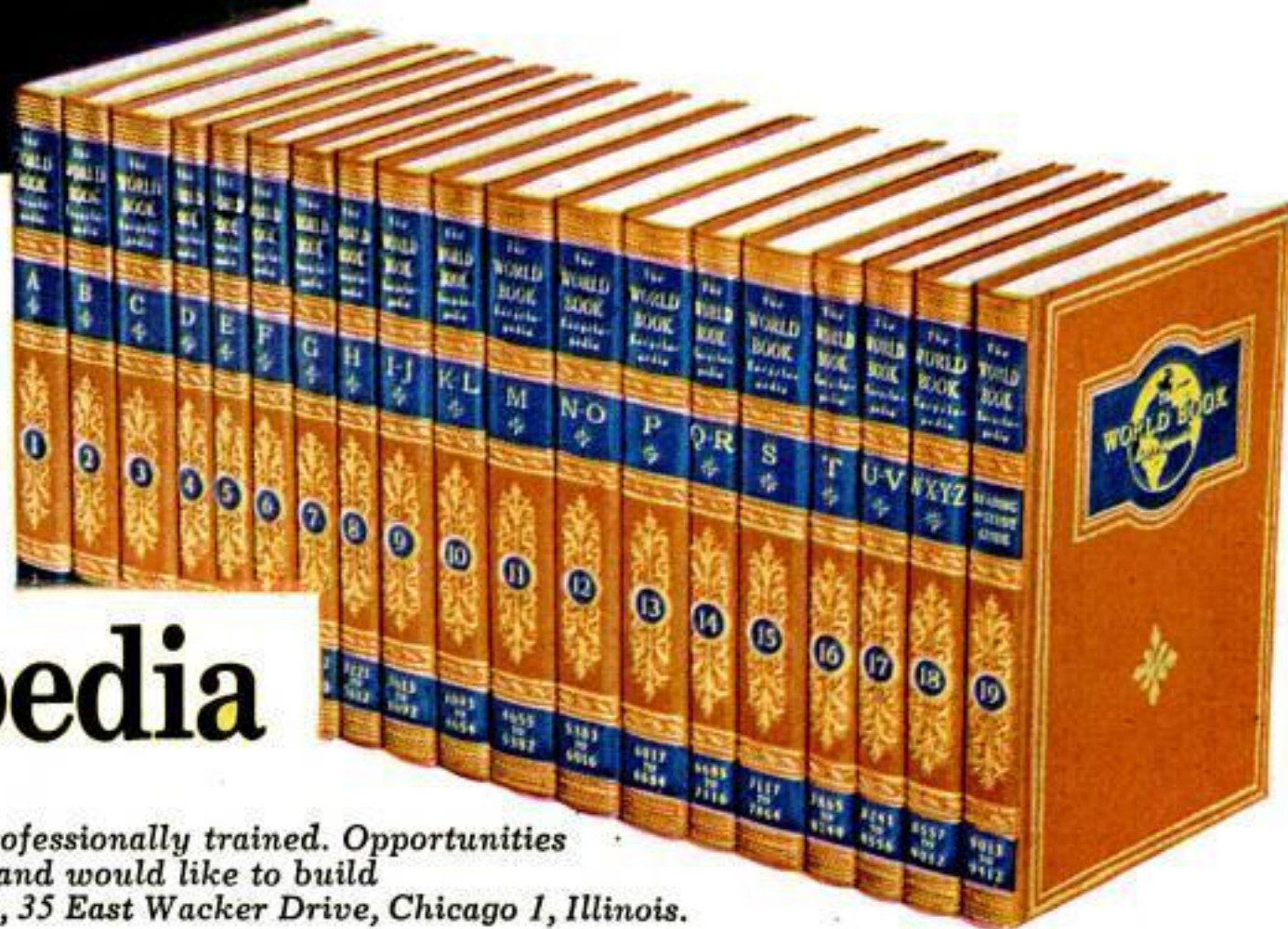
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SUMNER PIKE, ATOMIC ENERGY COMMISSION: IT'S ENTIRELY IN THE PRESIDENT'S HANDS



VISHINSKY, RUSSIAN FOREIGN MINISTER, PRETENDED IGNORANCE, REFUSED COMMENT



FOREIGN MINISTER SCHUMAN OF FRANCE: TRUMAN SHOWS U.S. STILL HAS SANG-FROID



McMAHON, SENATE COMMITTEE: WE FACE OUR MOST CRUCIAL DILEMMA



ARMY CHIEF OF STAFF JOSEPH L. COLLINS: I HAVE ABSOLUTELY NO COMMENT TO MAKE

# U.S. DETECTS ATOMIC BLAST IN RUSSIA

*"We have evidence that within recent weeks an atomic explosion occurred in the U.S.S.R."*

Thus at 11:02 a.m. on Sept. 23, 1949, sooner than most men had thought possible, the long wait of the Western world came to an end. In the announcement President Truman wasted few words, revealing nothing of how the U.S. came to possess this evidence, nothing of what he knew concerning the exact time and nature of the explosion. But what he said was enough. Russia now has the bomb, or has the basic requisites of it. How this was discovered (pp. 18-19) could readily be deduced.

Upon the announcement, Western statesmen

and thinkers in Washington and New York, where the United Nations General Assembly had just convened, offered sober and guarded comments. Russia's Andrei Vishinsky, who had previously surprised his U.N. colleagues with an uncharacteristic affability, smiled blandly and said nothing. (On Sept. 25, however, Russia announced that she has the bomb "at her disposal" but neither denied nor confirmed President Truman's announcement.)

The possibility of war was undoubtedly closer, although it was quickly pointed out that a long road lies between one atomic explosion—controlled or otherwise—and the stockpile of improved weap-

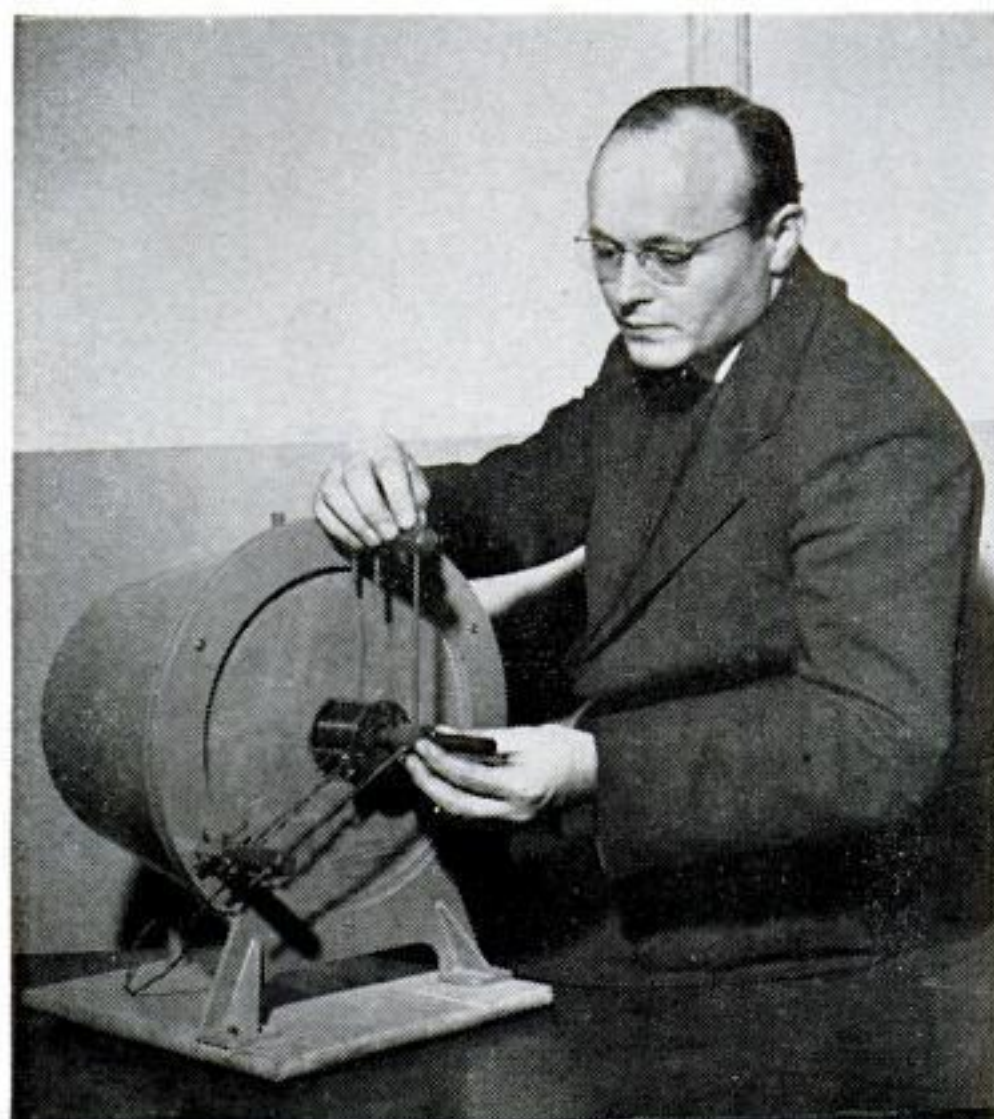
ons the U.S. now has. Further, only the early date and not the fact of the explosion surprised most U.S. scientists, who long ago recognized that Russia was capable of developing a bomb.

What the atomic explosion meant to the U.S. citizen was still uncertain. Plainly, the armed forces would begin to expand. The 70-group Air Force would be hastened into being, with the Army and Navy keeping pace. The U.S. would continue to press for international control of the bomb by the United Nations. Above all, the U.S. would go right on trusting in the right as God gives it to see the right, meanwhile stockpiling its atomic weapons.

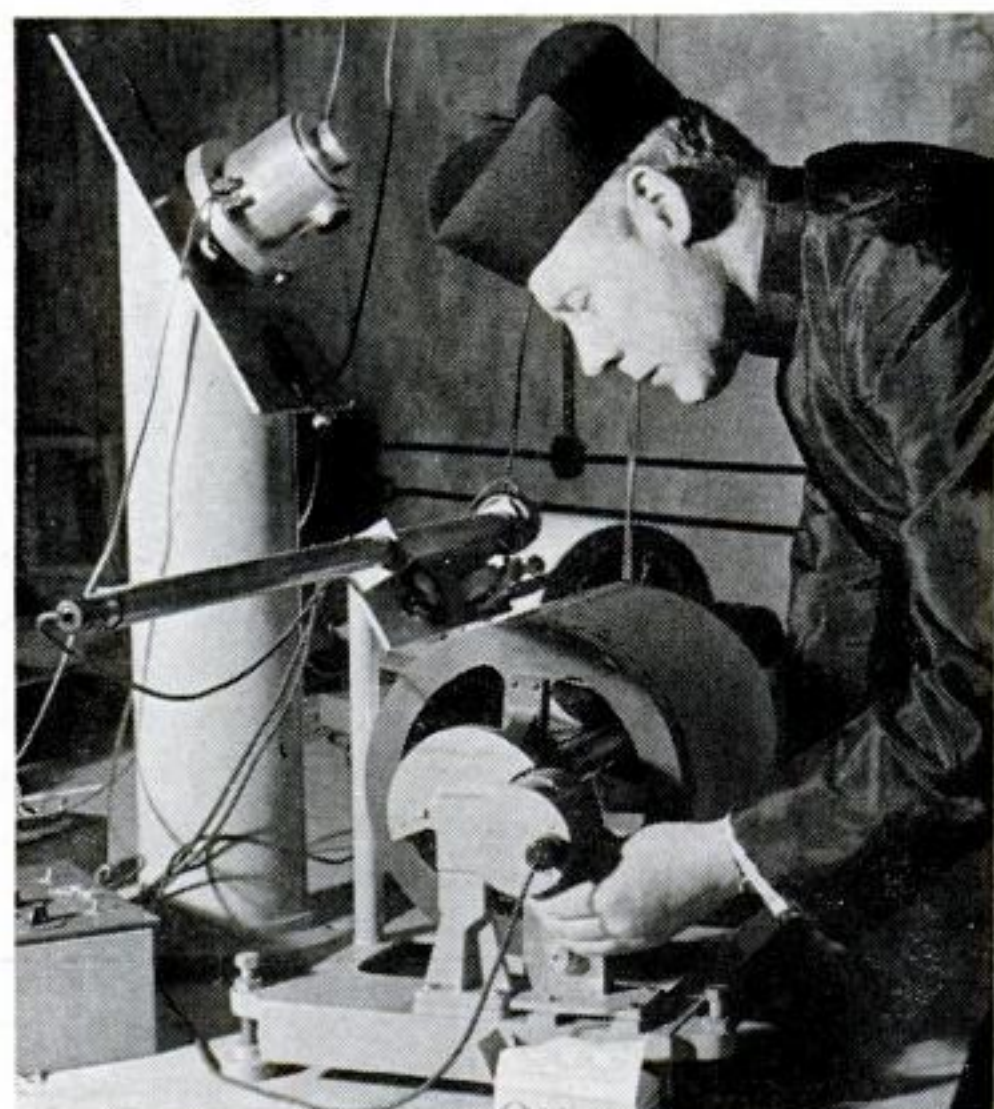




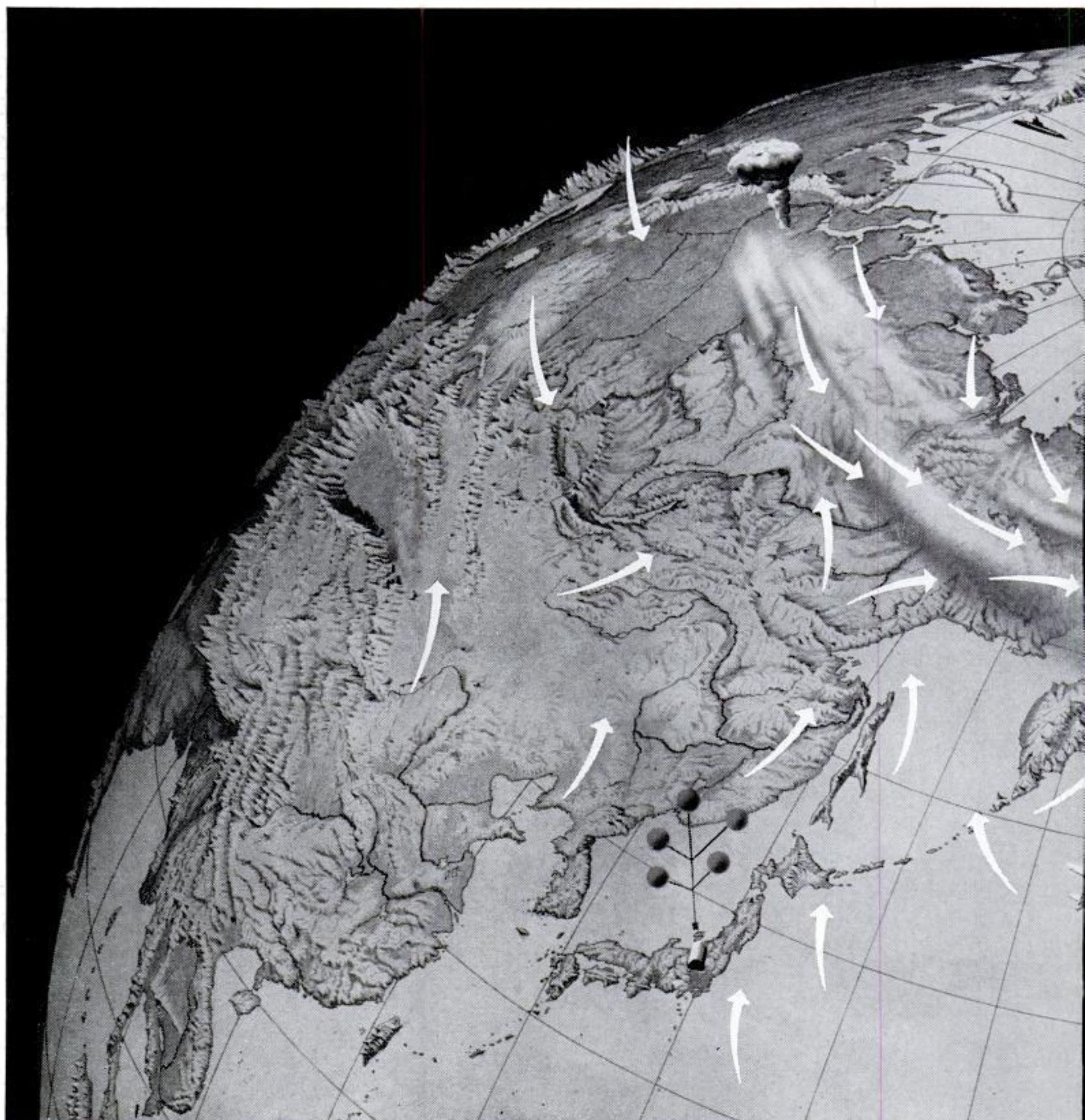
**RADIOACTIVE CLOUD** disperses and drifts with prevailing winds. The cloud above followed Bikini explosion.



**MICROBAROGRAPH** is an ultrasensitive barometer which picks up slightest vibrations in earth's atmosphere.



**SEISMOGRAPH**, in an underground vault at Fordham University, records earth tremors on a revolving drum.



**DETECTION OF THE EXPLOSION** may have been made possible by radiation counters in flattops, subma-

rines, aircraft, balloons or shore stations around Bering Strait. The winds would carry a "hot" cloud in that direc-

## HOW WAS THE ATOMIC EXPLOSION DETECTED?

Mr. Truman's revelation of Russia's atomic experiment was as cryptic as it was sensational. The crucial fact was made clear: the Soviets had created a nuclear explosive. But the tantalizing questions raised by the President's announcement were left unanswered. How did the U.S. know there had been an atomic blast? Was it an A-bomb burst or some accidental explosion? If it was a bomb, how powerful was it? The public would have to depend on speculation. Fortunately for the nation's bursting curiosity there was sufficient atomic information in the public domain to make sound speculation possible.

It seems probable that the blast was caused by a bomb. It is entirely certain that it involved at least enough nuclear explosive to make a bomb. The evidence is conclusive: there can be no atomic burst of any kind until sufficient fissionable material is assembled to make what is called a "critical mass"—a mass large enough to start a chain reaction by its own intense radiation. Once this mass is available a workable bomb can be made, quickly and fairly easily. The consensus is that the power of the Soviet burst did not rival that of our own A-bombs. Yet it was a true nuclear explosion, and any such explosion must be tremendous.

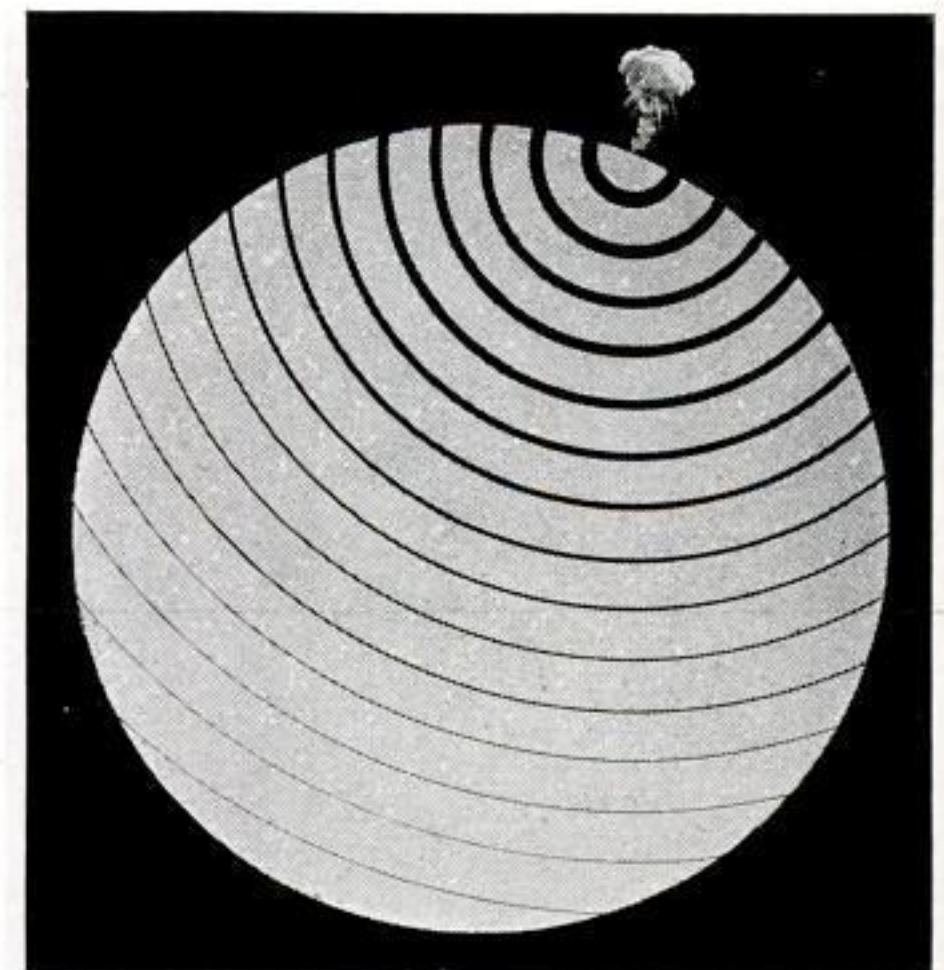
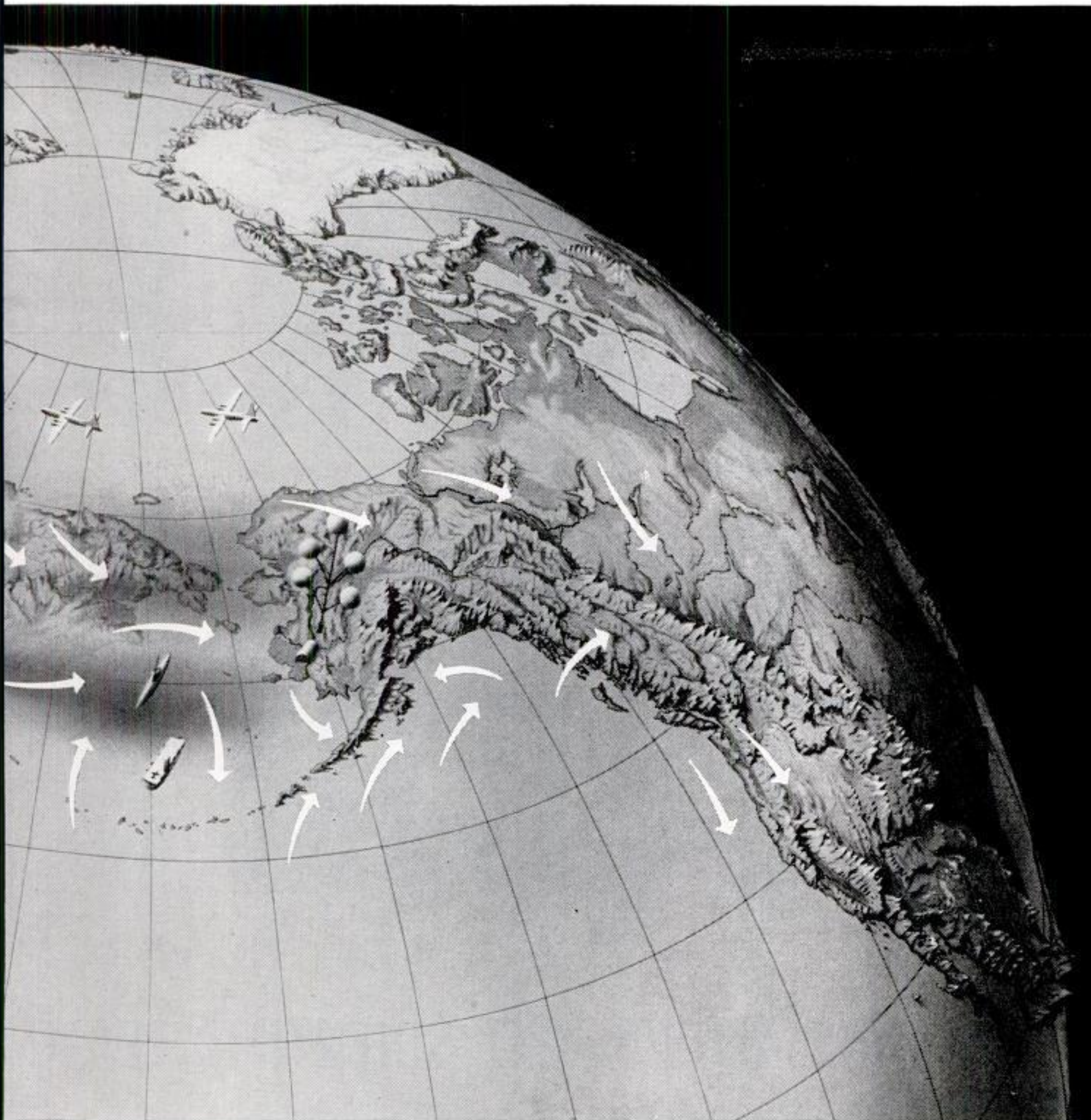
A more complicated question is that of how the U.S. learned that there had been an atomic explosion. Undoubtedly every intelligence source available to the government has been watching and wait-

ing. But apart from direct information there are three methods of detecting an atomic burst: 1) radiation meters such as Geiger counters, which pick up the drifting radioactive clouds created by the bomb 2) seismographs, which detect the shock waves sent through the earth and 3) microbarographs, which measure shock waves passing through the air.

All three of these methods may have been used to detect and evaluate the Russian explosion, but in all likelihood the radiation measurements gave the first indications of the event. Radioactive particles, carried by prevailing winds of known speed and direction, were undoubtedly monitored by counters in secret shore stations or in high-flying aircraft. If the explosion had occurred in Siberia or the northern part of European Russia its radioactive cloud could have been located by monitoring stations in the Bering Straits a few days later (right, above).

If the first evidence of the burst came from radiation counters it was probably clinched by the seismographs which could have recorded the detonation a few minutes after it occurred. If several such instruments picked up the signal, the location of the explosion could have been established by triangulation. Seismographs and microbarographs have one weakness: their effective range is limited. But the U.S. and her allies have recording stations around Russia's periphery. Inevitably some of them would show signs of any atomic explosion in the U.S.S.R.





**GROUND VIBRATIONS** from an atomic bomb would travel through earth and be picked up by seismograph.



**AIR VIBRATIONS** which could be detected by microbarograph are transmitted in waves across face of earth.

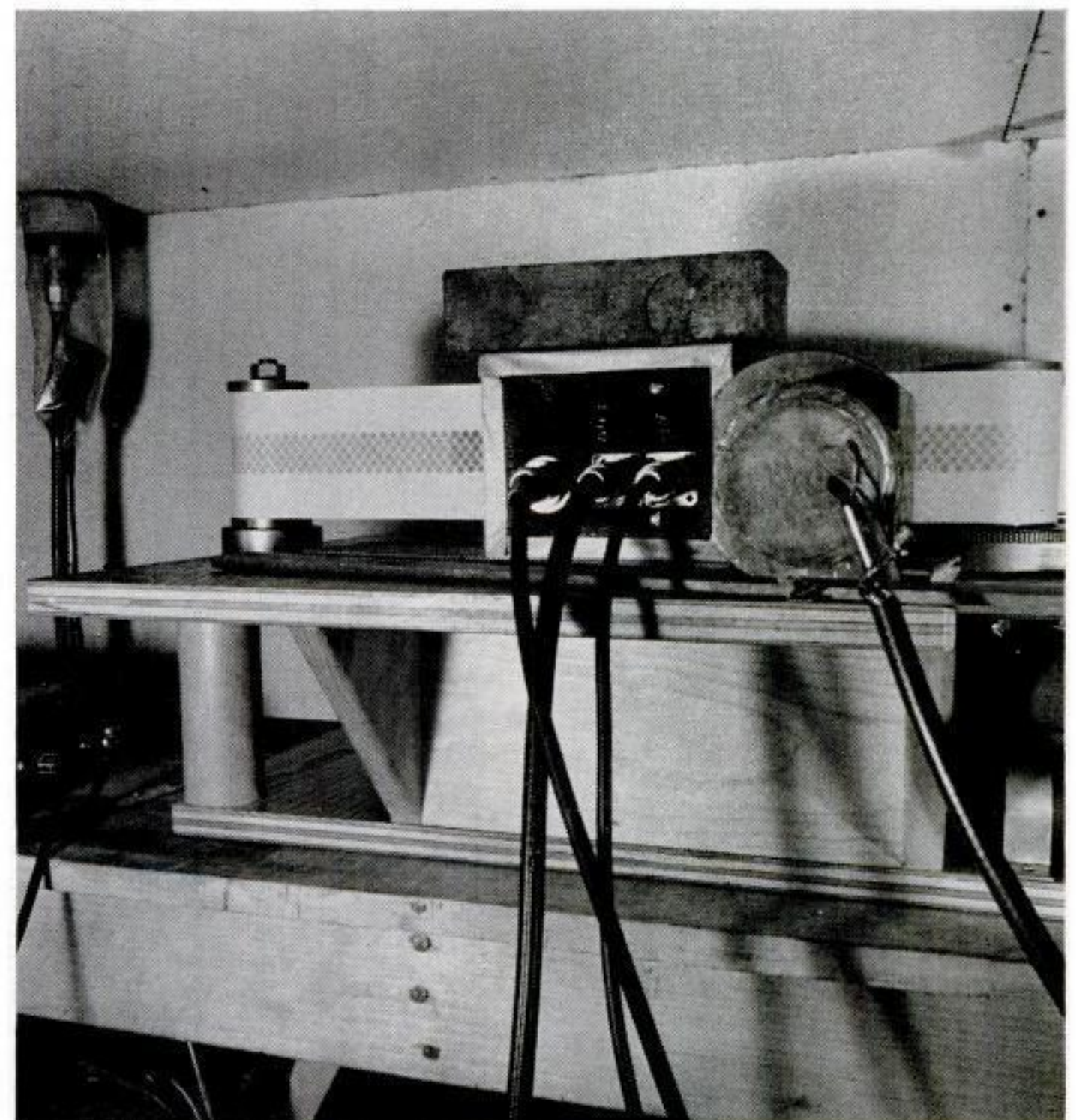
tion if the blast occurred in northern Russia. But because of the shifting winds and chance of explosions in other re-

gions, U.S. monitoring patrols probably extend southward through Pacific and along Russian land boundaries.



**INSIDE U.S. MONITORING STATION** lead-shielded counters (right) detect radioactivity of airborne dust col-

lected on band of thin filter paper. The results are tabulated on a single instrument panel (left) which is photo-



graphed every six minutes by an automatic camera. These views show adjacent areas. Outside is shown on page 21.



# SOME OF THE KEY FIGURES IN RUSSIA'S RESEARCH PROGRAM



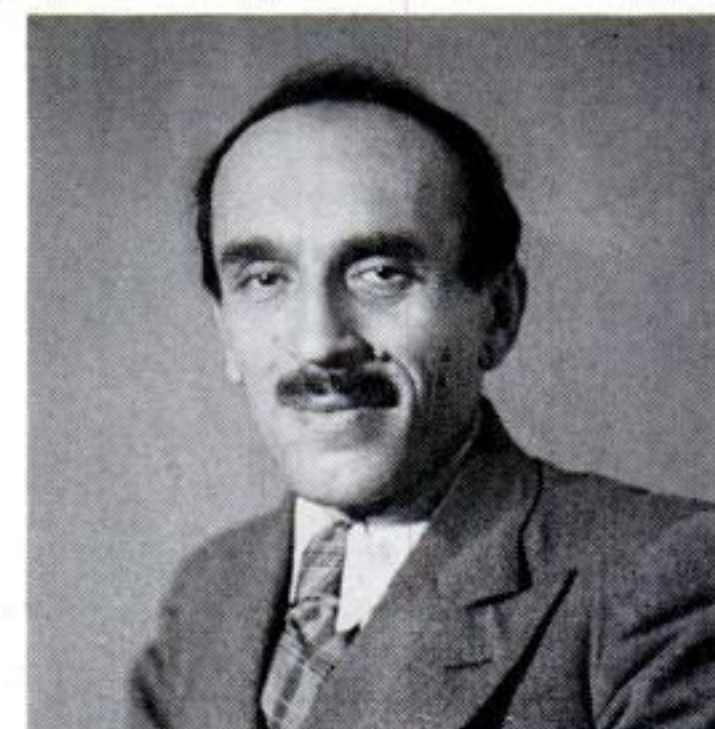
**LAVRENTI BERIA**, chief of the secret police and a Politburo member, but not a scientist, heads the atomic-bomb project.



**PETER KAPITZA**, No. 1 physicist who worked 13 years in England, failed to return from 1935 vacation in native Russia.



**ABRAM JOFFE** founded the first Soviet physics institute in 1918, has honorary LL.D. from the University of California.



**NIKOLAI SEMYONOV**, leading chemical physicist, has won a Stalin Prize for his work on the theory of chain reactions.



**MANFRED VON ARDENNE**, brilliant young German physicist, is a valuable war prize taken from Berlin by Soviets in 1945.



**GUSTAV HERTZ**, an imported German chemist, was famed for prewar isotope research like that of Harold Urey in the U.S.



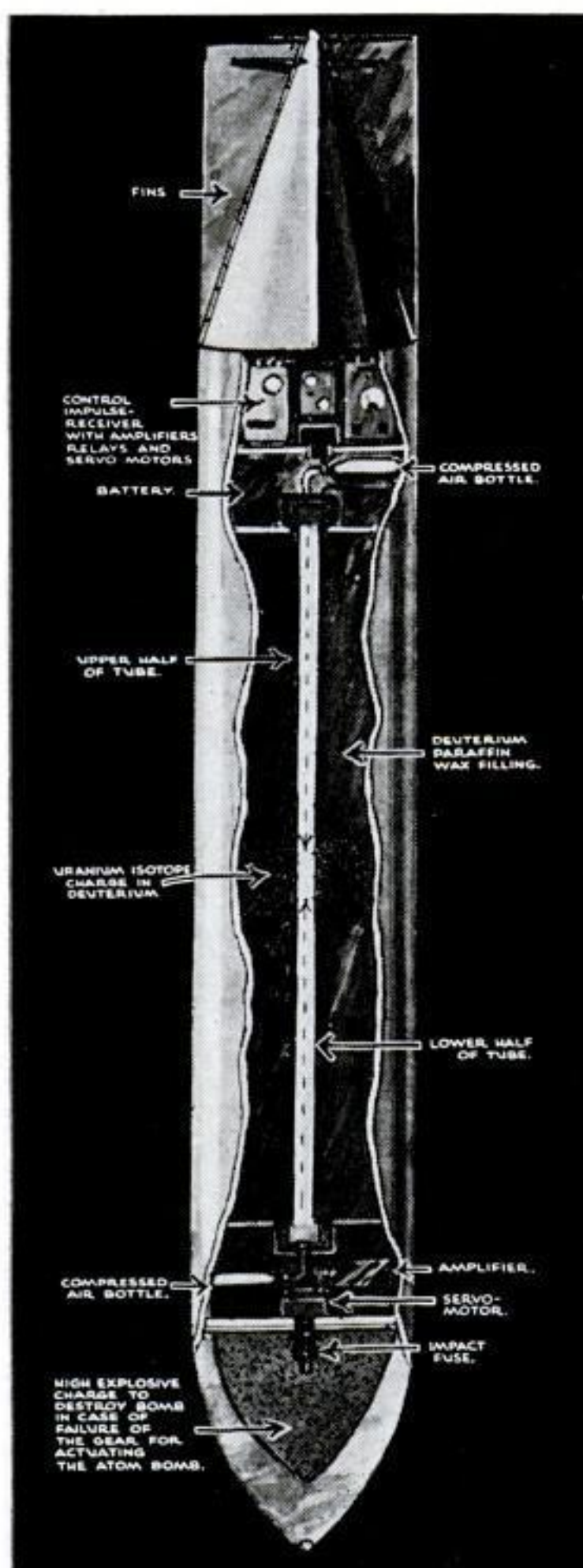
**DMITRI SKOBELOTSIN** (right) appeared with U.S. Atomic Chief David Lilienthal at U.N. session before Russia blocked U.S. proposals for effective international control of atomic energy. Skobeltsin is the chief of nuclear physics at University of Moscow.

## THE U.S.S.R. HAS A TOPFLIGHT SCIENTIFIC TEAM

As the atomic explosion in the U.S.S.R. proved, Russian science and industry are considerably more advanced than had been supposed. Among her scientists (above) are men who were students of nuclear fission as long ago as 1940, and who were on their way toward developing a bomb long before Hiroshima. In May 1945—three months before the first bomb was dropped—Russians beat Americans to the punch and carried off the cyclotron in the Kaiser Wilhelm Institute in Berlin. It is even remotely possible that the Russians have developed a superior bomb. No one knows. Most information on Russian accomplishments is purely conjectural, as is the drawing of a Russian "bomb" (left).

Reacting to the President's announcement, the Russians made some odd replies through their news agency, *Tass*: "Building work on a large scale is in progress . . . which evokes the use of large-scale blasting work with the latest technical means. Insofar as this blasting is taking place pretty frequently, it is possible this might draw attention beyond the confines of the Soviet Union. . . ."

But nobody was fooling anybody. The U.S. was wide awake and its scientists were on the job. If the Russians did any more blasting, as the U.S. did at Bikini and Eniwetok, American monitoring stations, like that on the opposite page, were prepared to collect information about it.



**DATA** on possible A-bomb structure appeared in a Russian-zone German paper.



**TENSION WAS RELAXED** for a moment at U.N. when Foreign Ministers Bevin of Britain and Vishinsky of Russia caught

each other's attention and laughed. Previous expectation had been that Vishinsky would mention Russia's bomb in his speech.



THIS IS ONE OF THE SUPERSENSITIVE  
STATIONS WHICH CONTINUE TO MONITOR  
ATOMIC ACTIVITY ALL OVER THE WORLD





# "BOMB TO BOMB"

## SO STAND THE GREAT ANTAGONISTS, BUT MAN IS STILL MASTER OF ALL

### TOWARD A CLIMAX

**As always, the inner Soviet story is hidden: it can only be deduced from known events. Here is a deduced analysis of Soviet decisions and policy as they have unfolded in recent months.**

Early this year—probably in February—the men who rule the Soviet Union reviewed its position and found it bad. So bad, indeed, that European events viewed in the West as important but inconclusive gains for democracy seemed disastrous to the Kremlin. The men of the Kremlin had staked the resources, prestige and conspiratorial talents of Soviet communism upon the political conquest of western Europe. Yet western Europe was worse than unconquered; it was driving out communism and forcing Soviet power back toward Soviet borders. Like all totalitarians committed to the constant expansion of power, the men of the Kremlin could not tolerate a steady contraction of power. To accept it would have been to accept at some point collapse for their regime and death for themselves.

They did not accept it. They already had a timetable calling for war as a final solution—not necessarily as a solution to be preferred or even desired, but as one that might in foreseeable circumstances be their alternative to political defeat and extinction. This timetable they now drastically altered: they advanced the calculated date of war. Just what the change was—from what previously assumed date to what new date—is still their secret. But they made no secret of one significant decision: to encourage by every possible device of propaganda and official statement the impression that the Western powers are creating "a war situation."

When this pattern first became discernible, the only apparent explanation was the succession of Soviet defeats in western Europe. Now another explanation is available. If "an atomic explosion" was possible, Soviet scientists were probably able to predict it early this year—when Stalin and his men were recasting their prospects. So much is deduction. Now for a current fact: in his speech to the U.N. General Assembly last week, Andrei Vishinsky said again that the Western powers are "drawing up plans for a new war"; five times he said that they are engaged in "preparations for war." Whatever the Soviet Union may intend or foresee, it already pleads not guilty of causing atomic war.

So the Russians have the makings of the Bomb, three years sooner than they were expected to have it. The period of atomic monopoly is over. Now the U.S. and the Soviet Union face each other, Bomb to Bomb.

It is a huge fact, in magnitude second only to the fact of the Bomb's existence. But it is not too big to be confronted, dealt with, "lived with." The fact is not bigger than Man. No fact ever is. What is the story of Man? It is that men die, Man survives. Now men are measurably nearer the most terrible of all the climaxes they have brought upon themselves in their long history of struggle. If the climax comes it will change life and change the world. But it will not end life, it will not destroy the world. In this utmost climax, or perhaps in its prospect, men may at last find the secret of peace and the way to live without destruction. That is a hope. The certainty is that Man will be on earth, making a world.

Do not minimize the Bomb. No matter how many people may tell you that the U.S. has a lot more bombs, do not minimize the Soviet Union's mastery of the atom. For to do either is to hide from the facts, and that is never the way to deal with facts, especially if they are ultimate facts. These are ultimate facts. Well-meant efforts to play down the Bomb as just another weapon are of a piece with the wailing that the American people have run away from the Bomb. So far the American people have done very well at living with their exclusive possession of the Bomb, and they may be expected to do as well at living with Soviet possession of it. On the morning of Sept. 23 they joined many millions of other people in the knowledge that they, their children, their cities might be struck by the Bomb. Since Hiroshima only the people of the Western Hemisphere have lived without this precise and personal sense of peril, and it is probably a good thing that the community of danger is now complete. Where none is "safe," all may be a little safer. And, if the change had to come, this is as good a time as any for it. The people of the U.S. and the people of free Europe have had a little holiday from worry this summer. Now reality is back, and the world is the better able to meet it.

What are the facts to be confronted, to be pragmatically absorbed into the business of living? Some of them are summarized on the preceding five pages. Here we accent a few which seem to deserve major emphasis.

First of all, the Bomb until now has been in the sole hands of a power whose purpose is peace. Now it is in the hands of a power which mortally fears peace—real peace. As indicated in the adjoining column, peace on any terms acceptable to the democratic world must spell defeat and extinction to the men who rule Russia. As Marxists they do not *prefer* war, but as totalitarians self-doomed to expansive power they are remorselessly driven toward war. To accept the "certainty" of war is sterile and futile: the door to peace is still open to the Soviet Union and will be kept

open. But it is worse than futile, it is downright dangerous to rest any policy upon the hope that the Soviet Union in possession of the Bomb will choose a course that it rejected when it did not have the Bomb.

In the immediate future—for the next year or so, say—the U.S. and its allies will almost certainly have increasing trouble with the Soviet Union. Big trouble in the form of some spectacular gesture toward settlement on terms which could mean only the surrender of the West; little trouble in the form of incessant aggravations of specific disputes, old and new. Trouble anyhow, and plenty of it—that is the prospect.

What to do about it? First, maintain and enlarge that "national pre-eminence—clear, unchallenged, demonstrable national pre-eminence" in atomic resources which David Lilienthal has urged upon the U.S. people. Given any significant stage of Soviet atomic development, pre-eminence can be no more than a deterrent. But, whatever the limitations, any realistic strategy must rely upon the most powerful deterrent to be found in atomic superiority. Second, never let the demonstrably poor chances of real settlement halt the incessant quest for settlement. Finally, let the U.S. government recognize that Soviet possession of the Bomb justifies a completely new approach to "security."

Hitherto, in the interest of keeping all the facts from the Russians, the U.S. has developed something of a security psychosis. Now that the Russians patently know the most important facts, the psychosis is both unnecessary and unbearable. Doubtless security must continue to cloak some of America's atomic business. But not all of it. The first object of any security policy must hereafter be to arm the people with knowledge, to dispel the excessive mystery which magnifies the minimal horror of the atom. There can be no further excuse for a policy of exclusion which at once repels the best allies of the U.S. and makes the full use of their talents impossible. There can be no further excuse for the cryptic menace in the President's sparse disclosure of "an atomic explosion" and nothing more. There can be no further excuse, in sum, for denial of the democratic need of knowledge—and of the particular American aptitude for dealing with facts once they are made known.

Man survives. The question is how he survives, and atomic security is connected with the answer. For information is the bone of democracy and of democratic response to any problem. In *This I Do Believe*, a book soon to be published by Harper & Brothers, Chairman Lilienthal of the Atomic Energy Commission puts it very well, "The essential ingredient of democracy is not doctrine but intelligence, not authority but reason, not cynicism but faith in man, faith in God. Our strength lies in the fearless and untiring pursuit of truth by the minds of men who are free. This I do believe."

We believe it too. It is not a bad introduction to the second phase of the atomic age.





## THE "CHOKING UP" IN ST. LOUIS

On Sept. 21 in St. Louis an irate umpire named Bill Stewart kicked Brooklyn's Jackie Robinson out of a critical game with the Cardinals. Unrepentant, Jackie trotted out through the Cards' dugout to provide this photograph of fiercely competing rivals enjoying the same joke. Both Jackie and the Cards couldn't help laughing, despite the high tension of the game. None of them had ever seen a madder umpire. Stewart claimed

Robinson had accused him of "choking up" by making a throat-clutching gesture (right). In baseball "choking up" means losing your nerve. The Dodgers thought that Stewart had been afraid to call a decisive third strike on St. Louis' Enos Slaughter in the ninth inning. The Dodgers finally lost the game, 1-0. But they won the next two to enter the last week of the pennant race only a half game behind the Cards.



JACKIE AND THE UMPIRE



# CONTAGIOUS ENTRANCE



**PARENTS AT WINDOWS** of the hospital contagious, or isolation, section visit with children. On ladder is a Chariton, Ia. expressman named Don Fisher, whose 3-year-old

son Johnny has a second-floor room. Fisher brings the ladder to the hospital three times a week. At lower windows are parents whose children are confined on the ground floor.





LYING ON GRILL OUTSIDE A BASEMENT ROOM, MRS. JOE C. BLAHA ENTERTAINS HER 6-YEAR-OLD SON WITH THE FASCINATING ADVENTURES OF "THE POKEY PUPPY"

# POLIO PARENTS PEEK AT VICTIMS

In the course of the 1949 polio epidemic—the worst in history—doctors prescribed at least seven days of isolation for a seriously stricken child. To parents, this has proved a period of frustration and heartbreak. Although the epidemic was on the wane, last week in Des Moines 35 young polio victims were still quarantined at the Raymond Blank Memorial

Hospital and a number of parents were going to remarkable extremes to see, comfort and entertain their isolated children. Under the hospital rules parents were allowed to peek or visit through windows of the isolation wards. This was easy enough in cases on the ground floor (*below, left*), but for many parents the problems were more difficult (*above and opposite*).



UNLOADING LADDER, father prepares to visit his son (*opposite*).



REASSURED BY SMILE from their recuperating 6-year-old daughter Sandra, Mr. and Mrs. Merlin Hutchison continue vigil outside the window of her first-floor room.



AT BASEMENT WINDOW of ward where 5-year-old Joey Hemminger is in isolation, his mother, grandmother and his big brother Orville, 6, lean down to call encouragement.





**HAND OF ST. STEPHEN**, enclosed in a gold and glass casket, is carried through streets to Coronation Church.



**TWO PRIESTS** in sandals cast worried looks at photographer who took pictures along route of procession.



**HUNGARIAN SOLDIER** guarding the Red-erected statue of liberation stood above the crowds at early Mass.



**CROWDS** LINE THE STREET AND STAND ON A PILE OF RUBBLE (LEFT) AS WHITE-BONNETED NUNS MARCH PAST

## "SILENT REBELLION"

**Budapest's faithful revive an ancient festival—on official Red holiday**

On Aug. 20 Budapest's citizens lined the streets to watch or join in a strange and quiet procession. This was the day when the people were to be joyful and noisy in celebration of a new national holiday—the Festival of the New Harvest—officially sponsored by Hungary's Communist rulers. But for more than 800 years Aug. 20 has been set aside as St. Stephen's Day in honor of the patron saint who brought western Christianity to Hungary and became its first Christian king. Defying the Communists, the people of Budapest marched to their old Coronation Church where they celebrated Mass and then dispersed. The low murmur of prayers from nuns and priests died down and faces which had peered from windows along the route (*opposite page*) withdrew.

Last week first pictures of Budapest's "silent rebellion," shown on these pages, arrived in the U.S. as a heartening surprise. Hungarians in the U.S. had assumed no celebration would be held and conducted celebrations-in-exile in churches here. Last year the

Communist-controlled government ordered Cardinal Mindszenty, who has since been jailed, to keep his devout followers off the main streets in order to avoid any conflict with the Harvest Festival. In protest Mindszenty called off the procession entirely. This year his successor, Archbishop Joseph Grösz, although aware that Communist agents were scattered throughout the crowds, not only participated in the march (*below, center*) but authorized the faithful to carry in an ornate casket the well-preserved and official relic of St. Stephen's right hand which was dug up when he was canonized in 1083.

The participants went first to Gellért hill, where a Mass was celebrated under the shadow of a monument to "Soviet liberators." As they proceeded to the church they passed a small child seated on a corner (*below*). In her hand she held one of the Red flags which were widely distributed for the Communist holiday. She, too, seemed more interested in the parade than in waving the hammer and sickle.



**ARCHBISHOP GRÖSZ**, next in line to Mindszenty, walks in procession surrounded by reverent attendants.



**COMMUNIST FLAG** is held by little girl who sits on a street corner, waits for St. Stephen procession to pass by.

SHELTERED BEHIND HOMEMADE SHRINE, THREE WOMEN WATCH PARADE →









**SHIRT MONEY** was used in ancient China as a symbol—changed into coinage—of goods once bartered.

**DECADRACHMA**, considered most beautiful coin made, was issued by Syracuse in Fifth Century B.C.

**DENARIUS**, coin of Roman Empire, was debased by clipping and alloying it until it became worthless.

**FLORIN**, issued in 1252 by the city of Florence, was one of the few stable currencies of the Middle Ages.

**THALER** was minted by Maria Theresa, empress of Austria, and is still used today by traders in Africa.

**BANK NOTES** like this were early examples of paper money, helped finance the American Revolution.

# BRITAIN CUTS THE POUND

In the latest act of an ancient drama, Cripps takes a gamble for more dollars

The extraordinary conversion of Britain's wry, lanky chancellor of the exchequer, Sir Stafford Cripps, to the doctrine of currency devaluation last week gave a modern twist to one of the oldest tales of history: man's struggles with money. By devaluing the British pound from \$4.03 to \$2.80, Sir Stafford confounded his own teachings that devaluation would never solve Britain's problem and shook half the world (p. 32). He took the step under the severest kind of pressure and with obvious reluctance; but he followed a classic tradition. Ever since the Greeks were hoisted out of financial trouble 2,500 years ago by the reforms of Solon (below), devaluation has served from time to time as a palliative for a nation's financial ills, sometimes successfully by giving its production machinery a new, quick boost, sometimes ineffectively, in which case troubles, like the devaluated money, multiply.

The Greeks invented coined money 2,600 years ago as a means of facilitating barter, which had been carried out more or less clumsily by the exchange of actual goods. Almost immediately their new invention got them into trouble. Men began to accept the small bits of metal stamped with a city's or a state's mark as valuable in themselves—they began to manipulate with money, sometimes with good results in meeting changing conditions, sometimes for personal gain. Too many Greeks mortgaged themselves and their possessions; agriculture declined, moneylenders prospered and Greece became raddled with debt. On the verge of bankruptcy, Solon's iron-handed reforms saved the nation; but never since has any lawmaker dared use such drastic methods. The Roman Empire had no Solon—long before it degenerated into collapse its currency was undermined by debasement and fraud. When Rome fell, faith in money as a reliable medium of exchange all but died out in the civilized world.

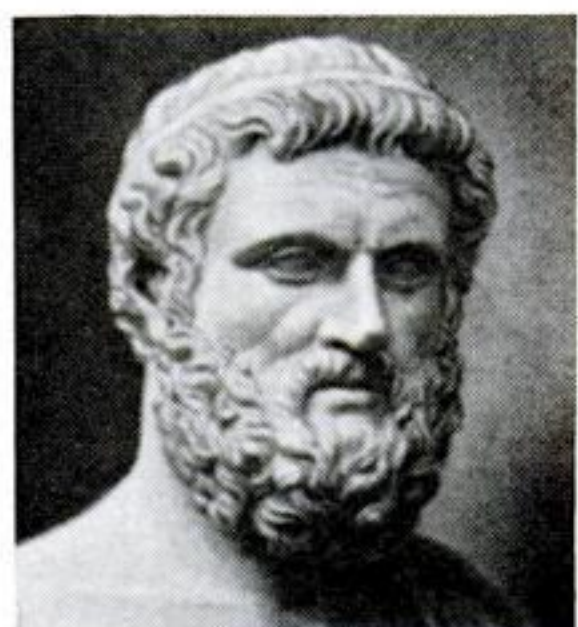
It was a long time coming back. Throughout the Middle Ages, when coinage was revived in the dozens of petty states and kingdoms dotting Europe, the money economy remained more a means of acquiring personal or national

gain than a reliable form of trading. The intrinsic value of coins varied with the whims of the ruler issuing it; only a very few, such as the gold florin, which was backed by the wealth of Florence under the great trading family of the Medici (below) were stable enough to be generally accepted for international trade. Following the rise of public debt largely due to Europe's many wars came the founding of the Bank of England in 1694 and a new concept in the economy of money which was to become dominant in modern times: the economy of debt.

In this development, money became increasingly a medium of exchange backed by credit. The commercial banks began their rise to power; the destinies of nations lay in the hands of men like Nathan Mayer Rothschild (below), who financed governments. Sir Robert Peel (below) made paper money Britain's standard currency in 1844. By the 20th Century the illusion was completed: with half the world following Great Britain in her abandonment of the gold standard in 1931, money could no longer even be exchanged for precious metals, but was entirely dependent on the lending, investment and spending transactions between governments and banks. Today, in the era of the individual bank deposit and the checkbook, the banks are the real creators of money in what amounts to a mere bookkeeping procedure. In the U.S. 4/5 of the money, or some \$109 billion, is used in the form of bank deposits, with only \$27 billion circulating in the form of government-issued coins and bills. Thus the value of money as an object in itself has probably reached its lowest point in history—yet the illusion that, as a row of figures in a ledger or a total in a bankbook, it represents wealth is as persistent as ever. It is a nice thing to have in your pocket, but the fact remains that money's true value lies only in the goods and services it can buy, as shown on the opposite page. In 50 years of American history the dollar's purchasing power has decreased while at the same time an unprecedented period of productivity has created more money (goods and services) and given Americans the highest standard of living the world has ever known.



**SIR STAFFORD** painfully prepares to face London press after U.S. dollar talks.



**SOLON** reformed Greek money system in 594 B.C. by drastic devaluation and the ruthless canceling of all debts and mortgages.



**COSIMO DE' MEDICI** was the first of the famous Florentine tyrants who controlled much of Europe's trade in the Middle Ages.



**JOHN LAW**, first modern speculator, saved French currency in 1716 but wrecked it again by his Mississippi colonization scheme.



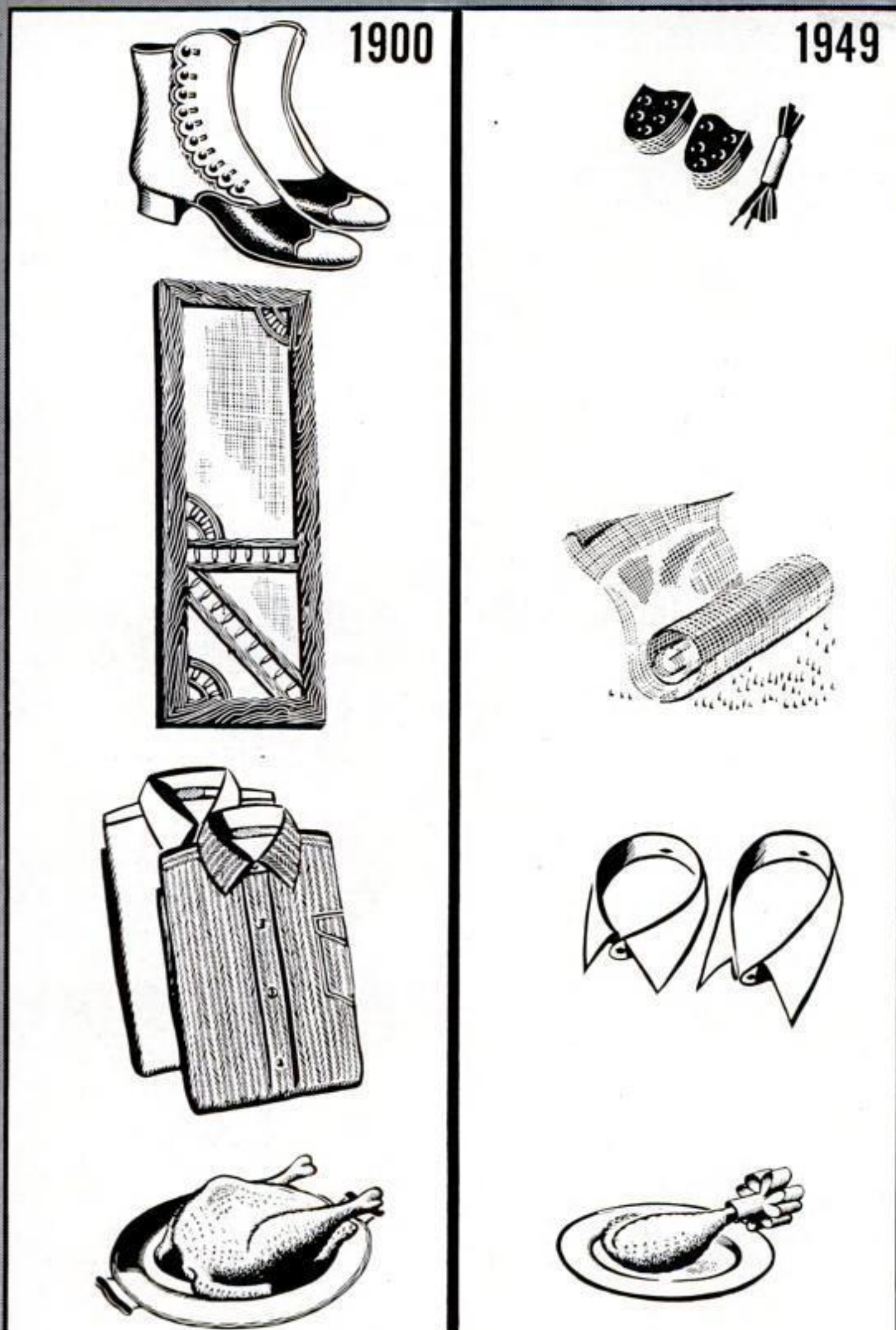
**THE ROTHSCHILDS** were Europe's foremost bankers in 19th Century. Nathan Mayer (above) headed London branch of firm.



**SIR ROBERT PEEL** in 1844 reformed English money. Most drastic step was introduction of paper money backed by gold.

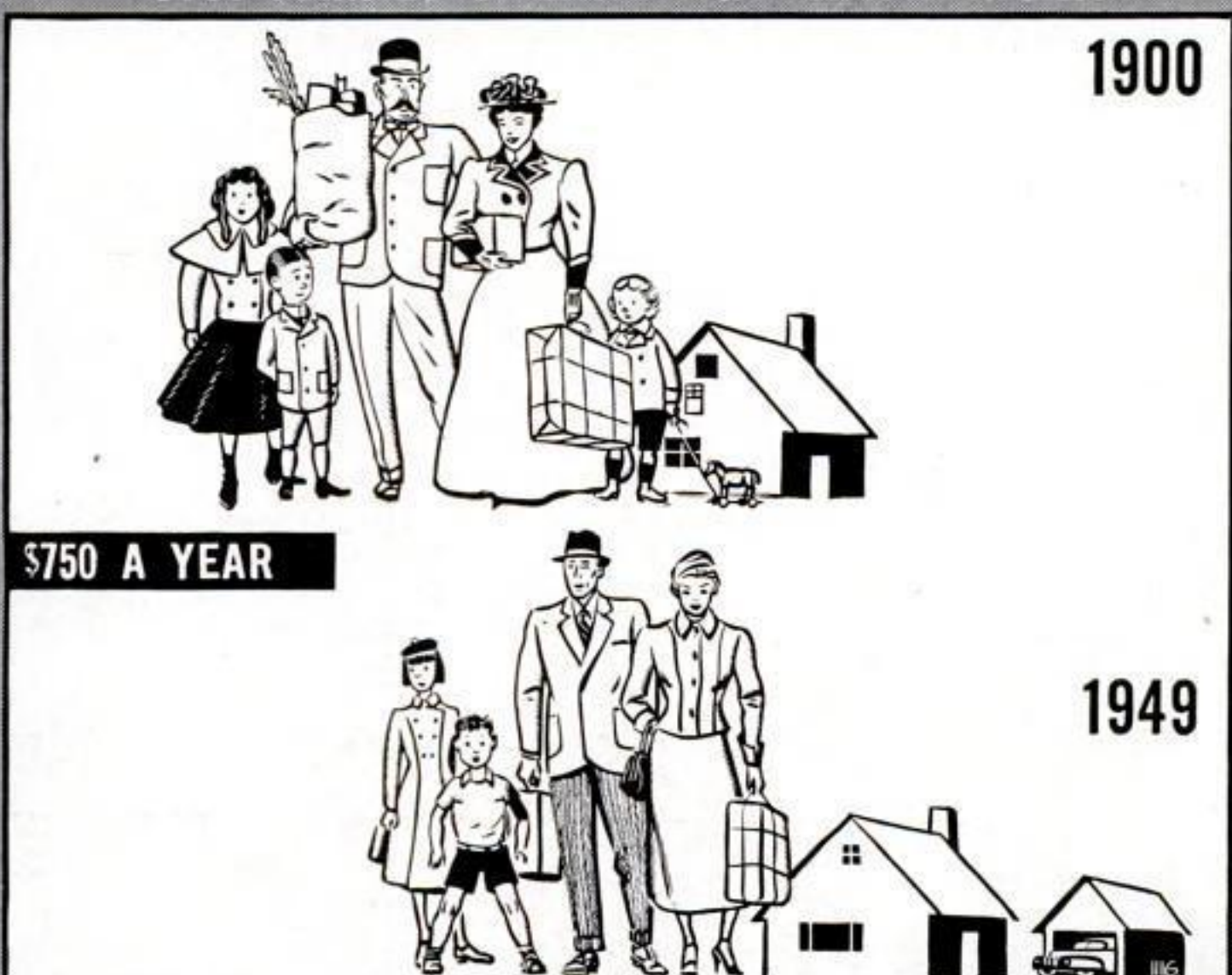


## THE DOLLAR'S VALUE HAS SHRUNK



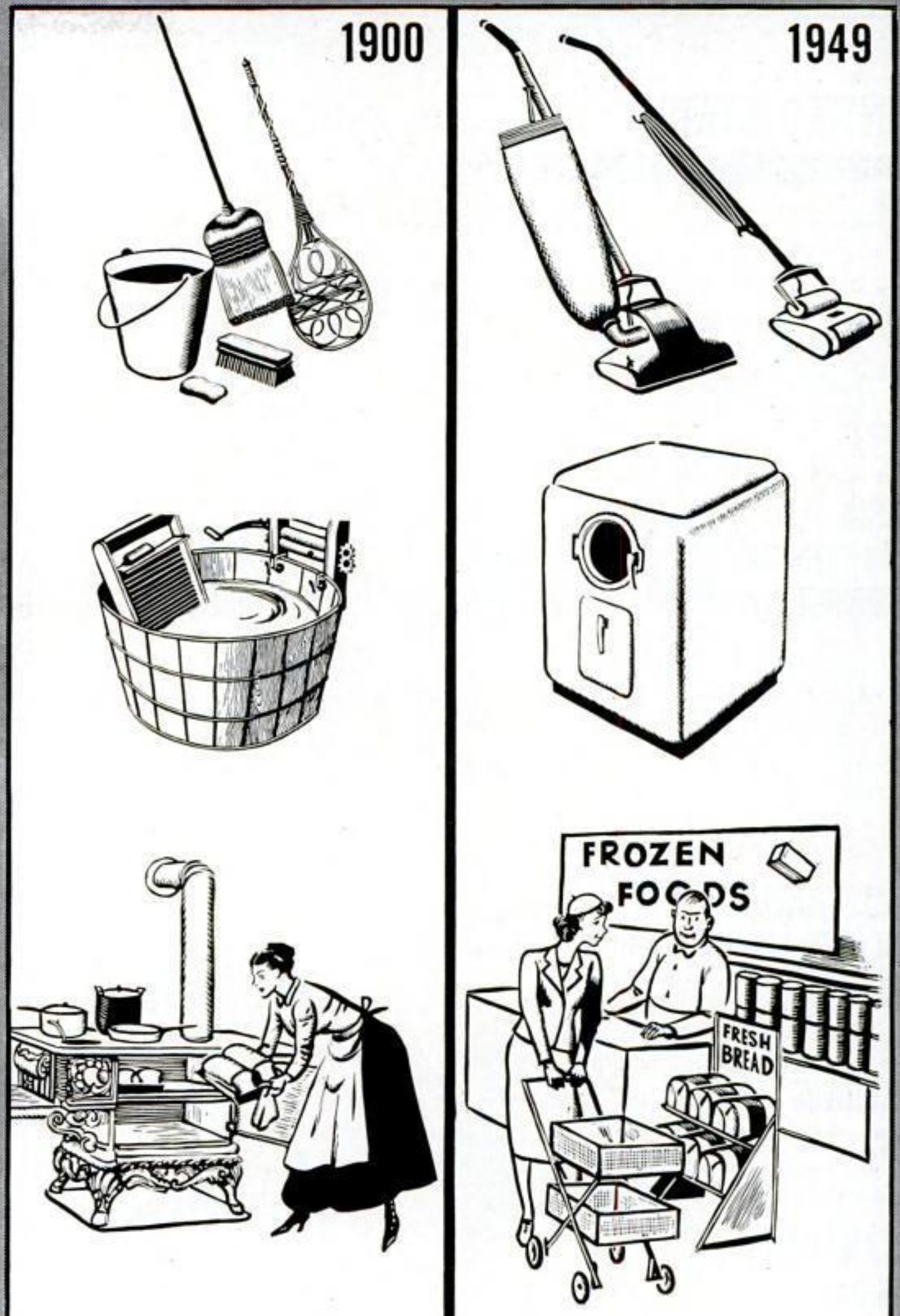
**DECLINE OF THE DOLLAR** is indicated by panels above which show that, for example, one dollar would buy a pair of shoes in 1900 but in 1949 it buys only heels and laces. In terms of true value, the 1949 dollar buys only as much as 38¢ in 1900, but today 65% of the U.S. has from three to four times as many dollars.

## U.S. FAMILY'S EARNINGS HAVE RISEN



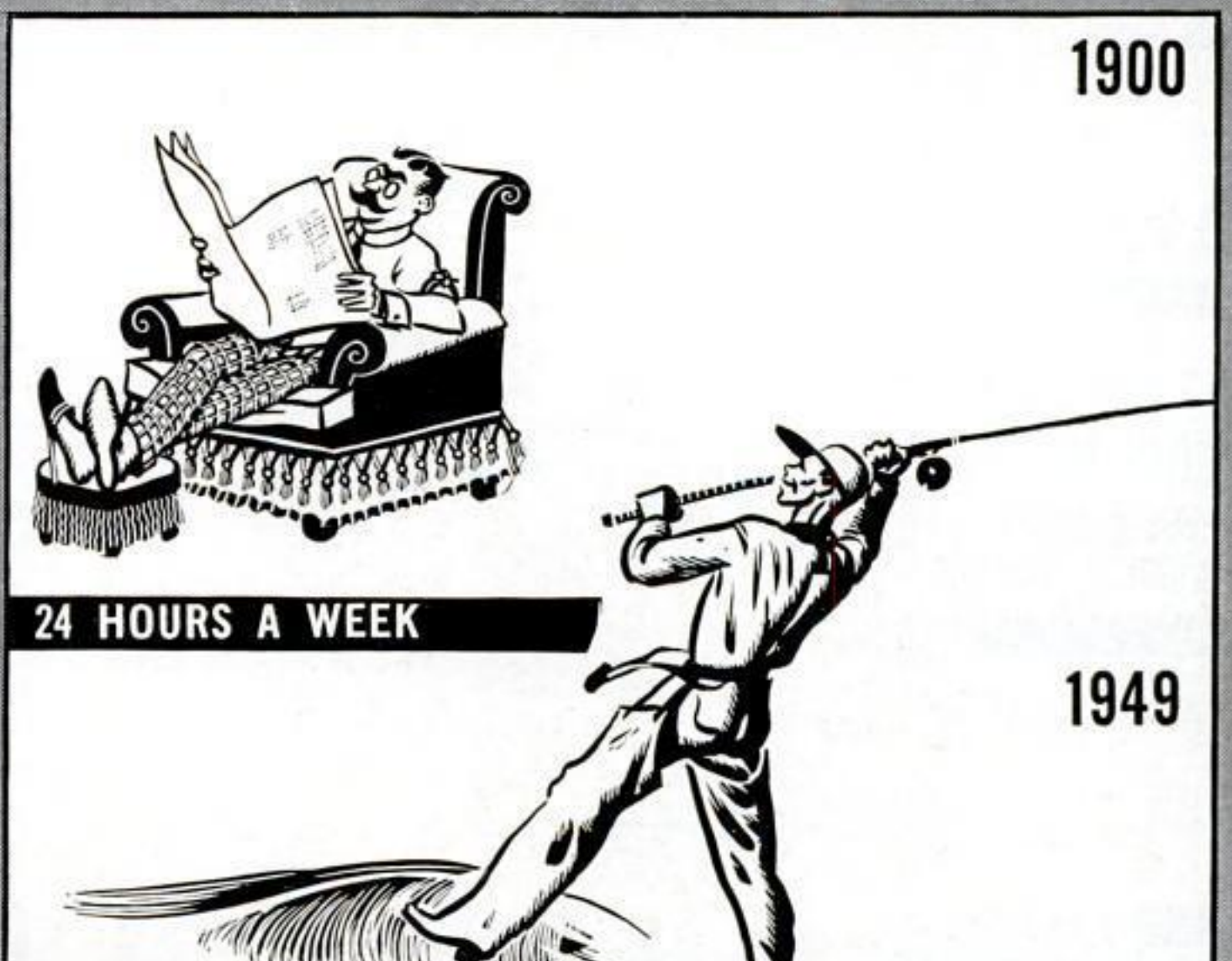
**TYPICAL FAMILY INCOME** has more than trebled as the dollar declined, as above illustrations show. In 1900 a typical American family earned \$750 yearly, had three children. Today its earnings average \$3,000 yearly and its over-all standard of living has gone up by one-half. But the family has shrunk to two children.

## BUT MORE DOLLARS BUY MORE GOODS



**GROWTH OF PURCHASING POWER** is indicated by these symbols illustrating the far higher living standards of today. In 1900 the more valuable dollar bought fewer, simpler tools for the average housewife (left). In 1949 more dollars buy a larger variety of labor-saving mechanical gadgets to make her life easier.

## AND THERE IS MORE TIME TO ENJOY LIFE



**MORE LEISURE TIME** is another item which 1949 dollars buy for average man. In 1900's 60-hour week he had enough spare time to read newspapers, had only Sunday off. Today's five-day, 40-hour week and paid vacations allow him to go on fishing trips, take his family vacationing and enjoy better, healthier life.



## POPULATION AND PRODUCTIVITY

## INTERNATIONAL TRADE AREAS

### UNITED STATES

42.5%

### ASIA LESS SIBERIA

11%

### AUSTRALIA NEW ZEALAND & OCEANIA

1.5%

### AFRICA

2.8%

### CANADA

2%

### MEXICO

0.5%

### CENTRAL & SOUTH AMERICA

3.3%

### U.S.S.R.

10%

### EUROPE LESS U.S.S.R. & GREAT BRITAIN

19.8%

6.6%

### GREAT BRITAIN

#### KEY TO TRADING AREAS

DOLLAR

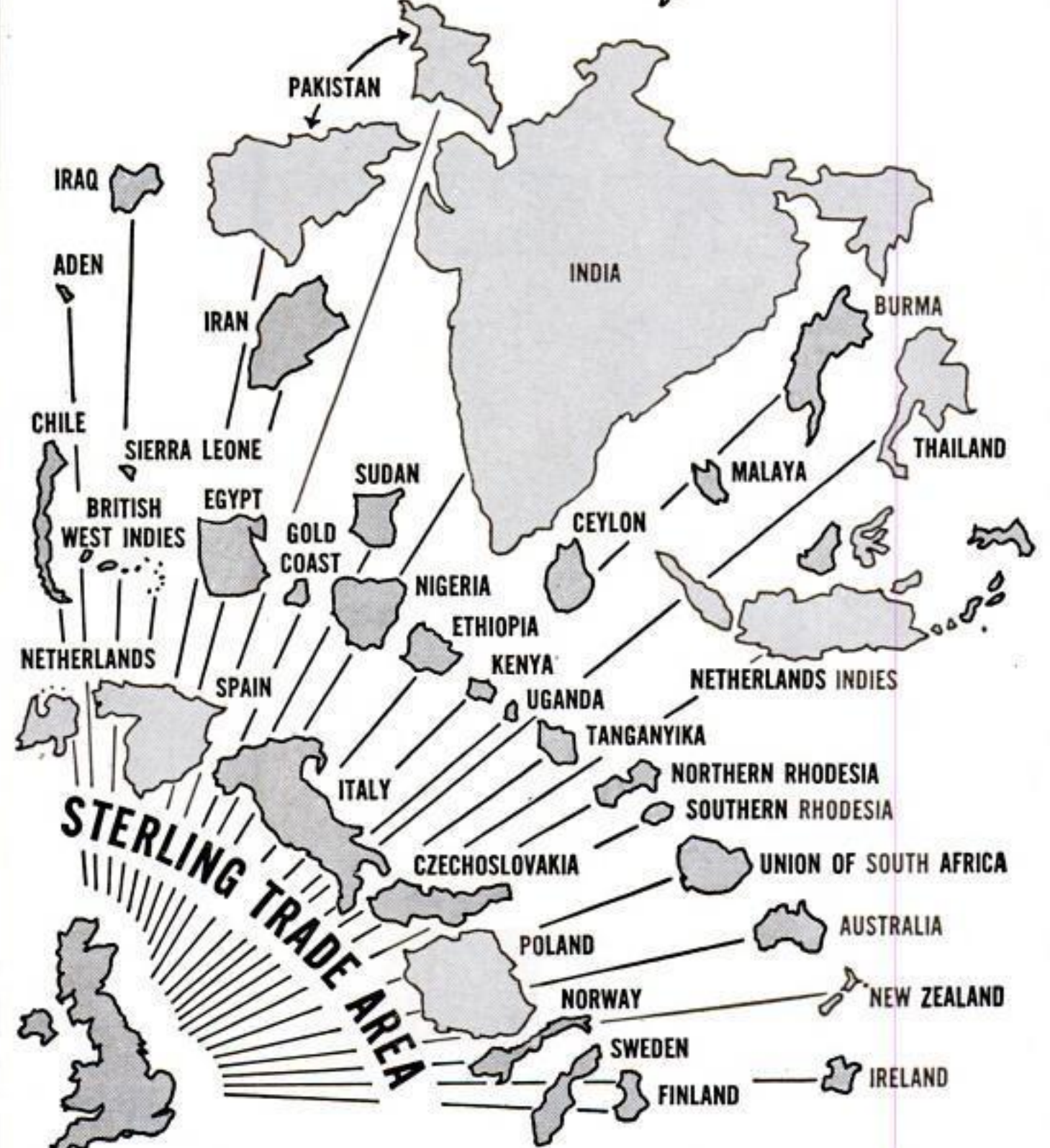
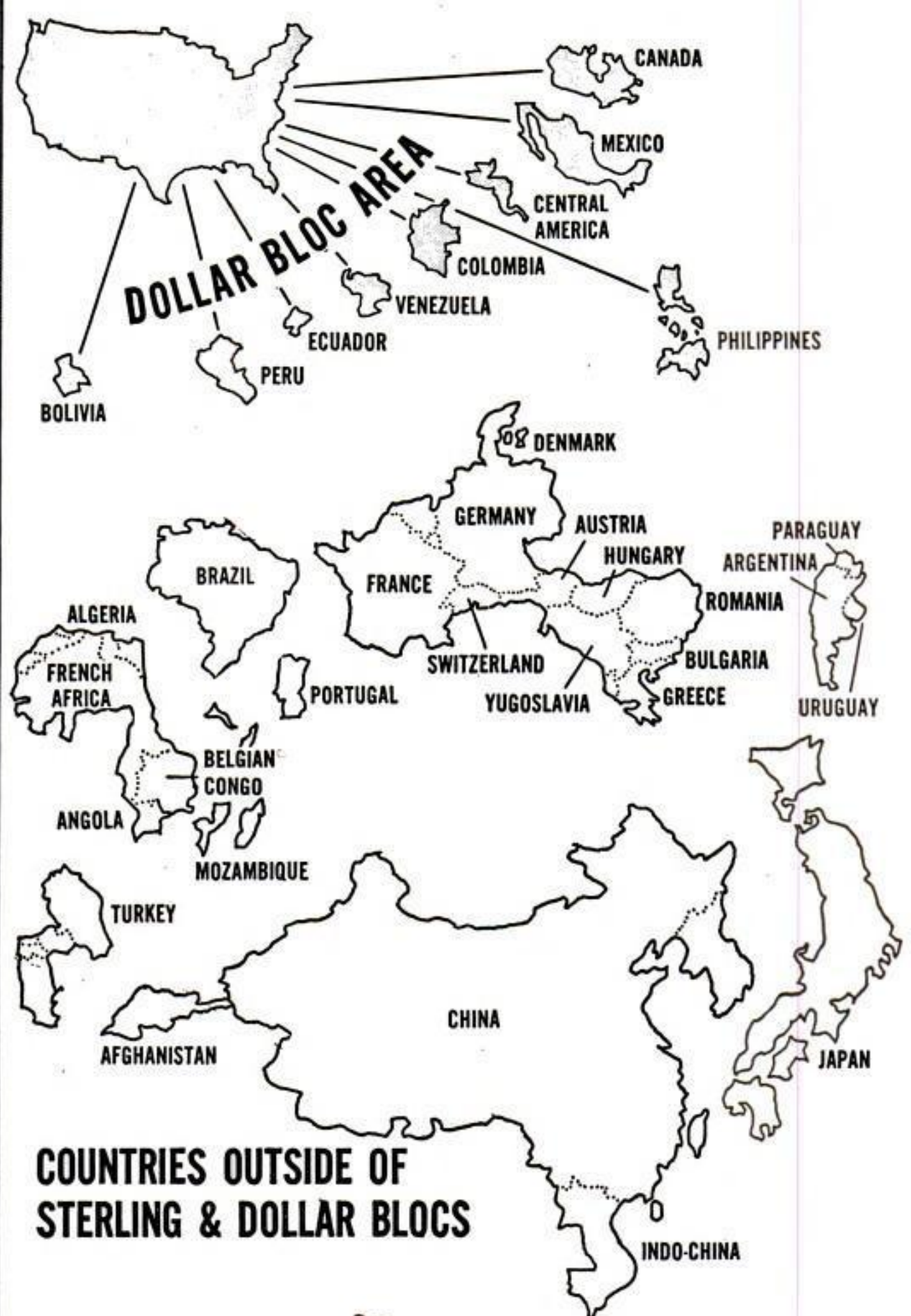
STERLING

OTHER

SIZE OF COUNTRIES  
PROPORTIONAL  
TO POPULATION

EQUALS SHARE OF  
WORLD PRODUCTION

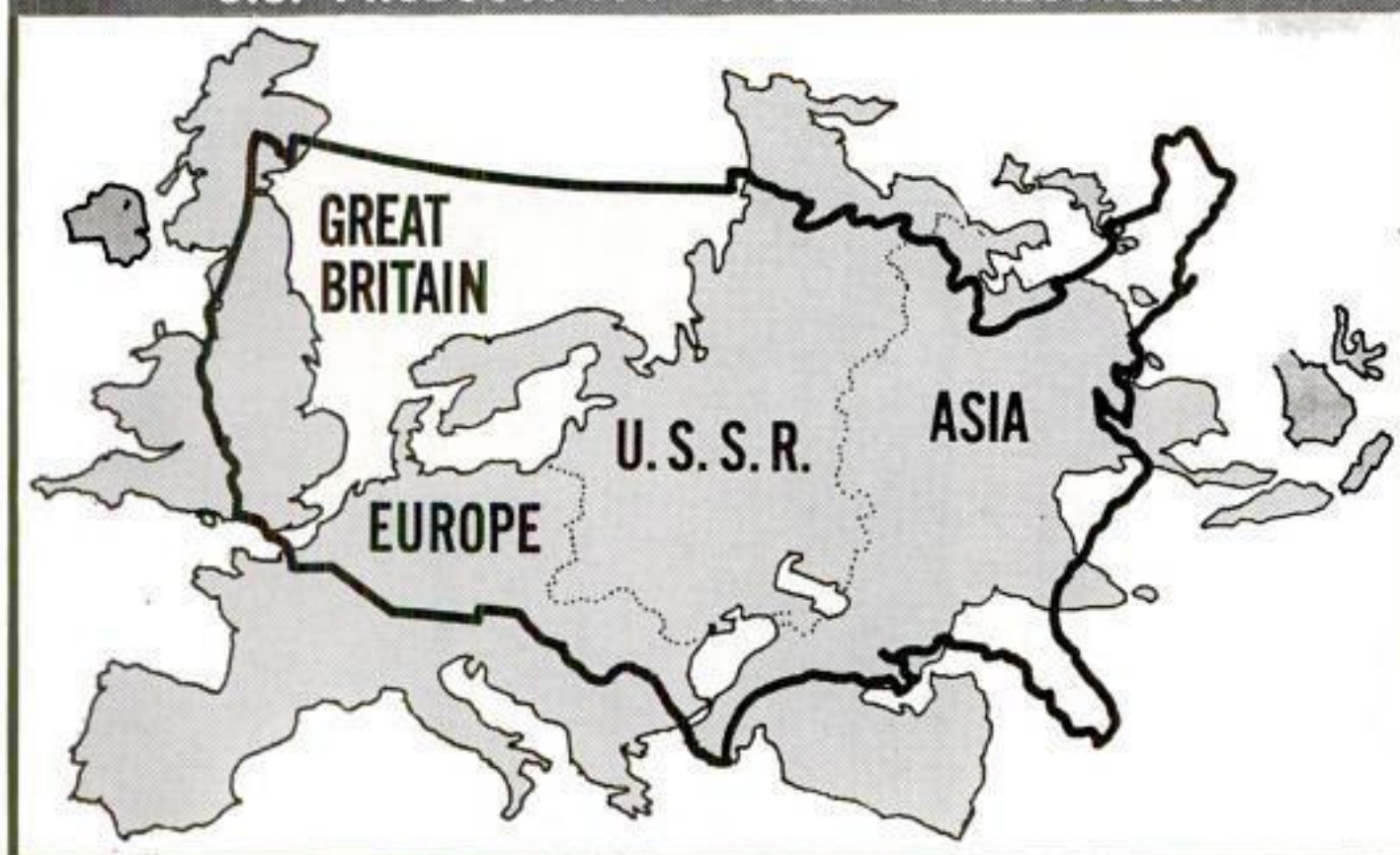
**SIZE OF THE WORLD** (in terms of population) is shown on map above, where U.S. is overshadowed by Asia. But, as bars indicate, U.S. is huge in production, now turning out 42.5% of world's total in both industrial and agricultural goods.



**SIZE OF TRADING AREAS** (also on population basis) shows small area pegged to dollar, although U.S. of course trades with entire world. Britain's sterling bloc includes 45% of world population, but most of the people have low purchasing power.

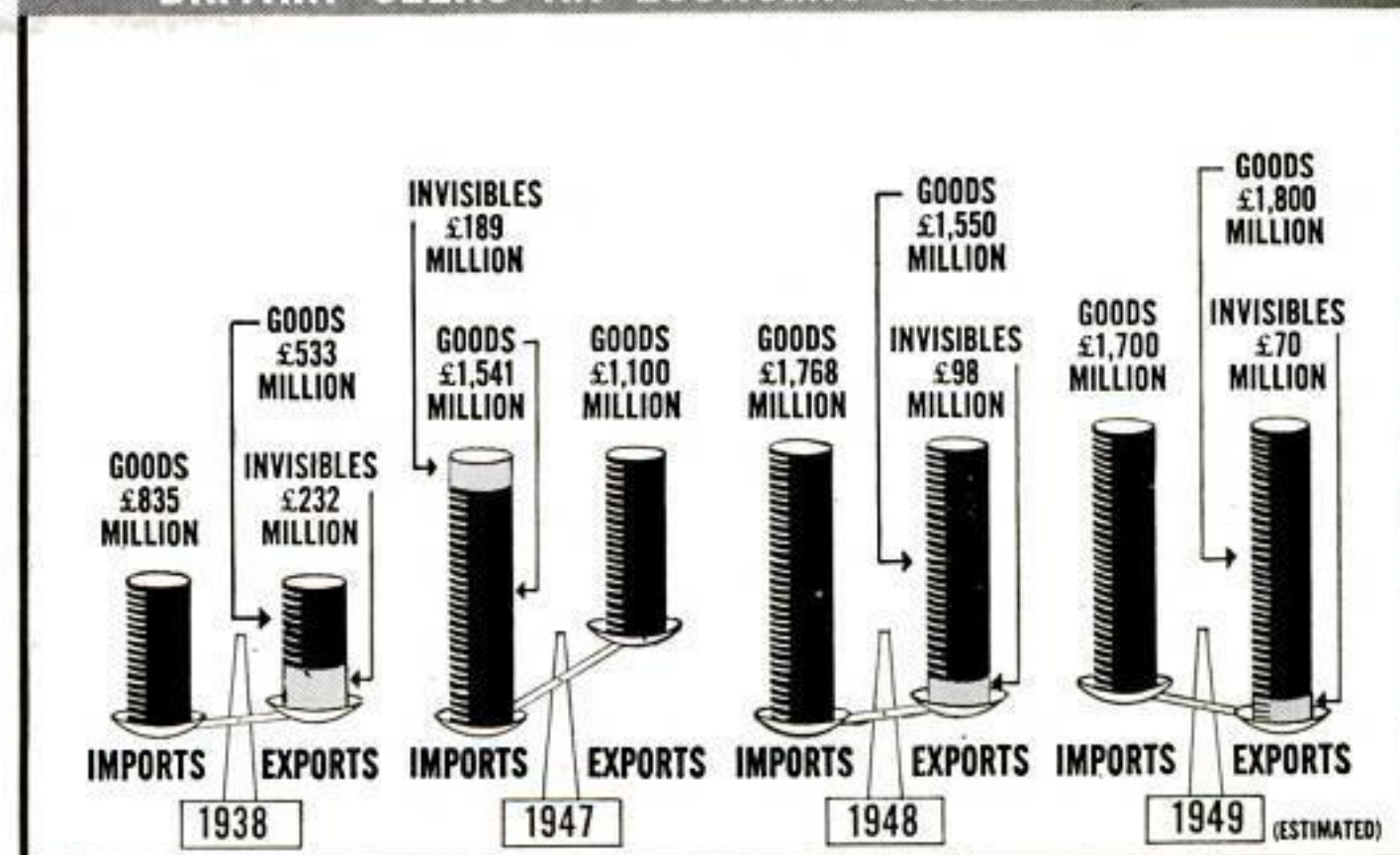


## U.S. PRODUCTIVITY IS KEY TO RECOVERY



**RICH IN PRODUCTION**, U.S. nearly matches Europe and Asia combined, as shown on this map scaled to world production. Key to crisis is that rest of world has become dependent on goods and raw materials which U.S. turns out but cannot sell enough—for dollars—to pay for them. Meanwhile U.S. consumes at least 90% of its production.

## BRITAIN SEEKS AN ECONOMIC TRADE BALANCE



**POOR IN DOLLARS** and productivity although rich in markets, Britain once balanced her home trade with her "invisible" returns (shipping and banking fees, foreign investments, etc.). These, as chart shows, were virtually liquidated during the war. Britain's major problem is to increase her exports—producing and selling more—for dollars.

# LACK OF BALANCE BETWEEN TRADE AND MONEY HAS CAUSED THE CRISIS

The troubles which led Great Britain to devalue her currency had been growing for 35 years. They arose from the fact that the pound has always been a symbol of trade rather than of production. As banker and trader to the world, Britain bought goods and raw materials from abroad, paid with exports of finished products, her services as a trader and shipper and, above all, with large incomes from investments all over the globe.

World War I began a gradual change. To pay for arms, Britain had to sell some of her overseas enterprises; she emerged debt-ridden and with parts of the empire troubled by the nationalistic aspirations of colonial peoples. Trade was being increasingly restricted by tariff walls and bilateral agreements among nations, currencies and exchange rates were governmentally managed. U.S. production was bursting forth to threaten markets once sacred to British trade.

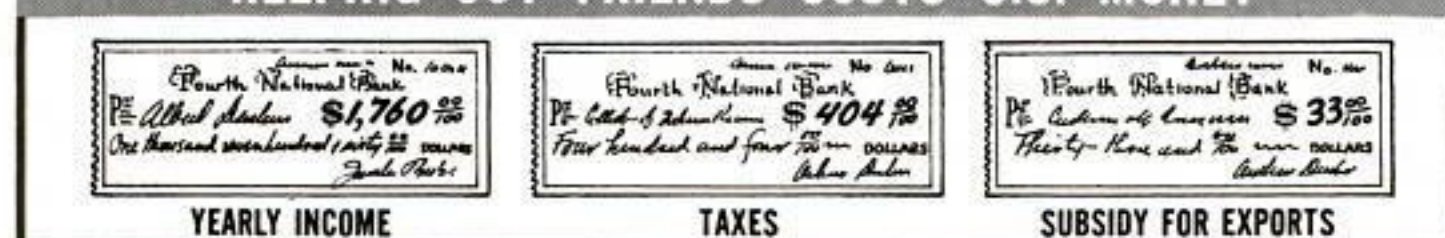
In World War II Britain lost her overseas investments and much of her empire. Her industries were worn by years of all-out effort. Today the colossus of U.S. production turns out half the world's goods (above) and dominates the globe. Only for dollars can many of the goods be purchased which Britain and the world need. To

avoid bankruptcy Britain must switch from a trading to a producing nation.

Her markets, in terms of population, still include 45% of the world's people and surpass the area in which the dollar is the dominant currency (*opposite*) but are often as much a drain as an asset. The wheat for bread, essential machinery, raw materials—all these can be had for dollars only. And without the income from her overseas investments and services once rendered in trade Britain is unable to close the gap between what she has to buy for dollars and what she can sell for dollars in payment (*upper right*). She has been drawing on her gold and dollar reserves (*below*) and not even the \$3.75 billion loan or Marshall Plan aid have been able to halt the steady drain of her capital.

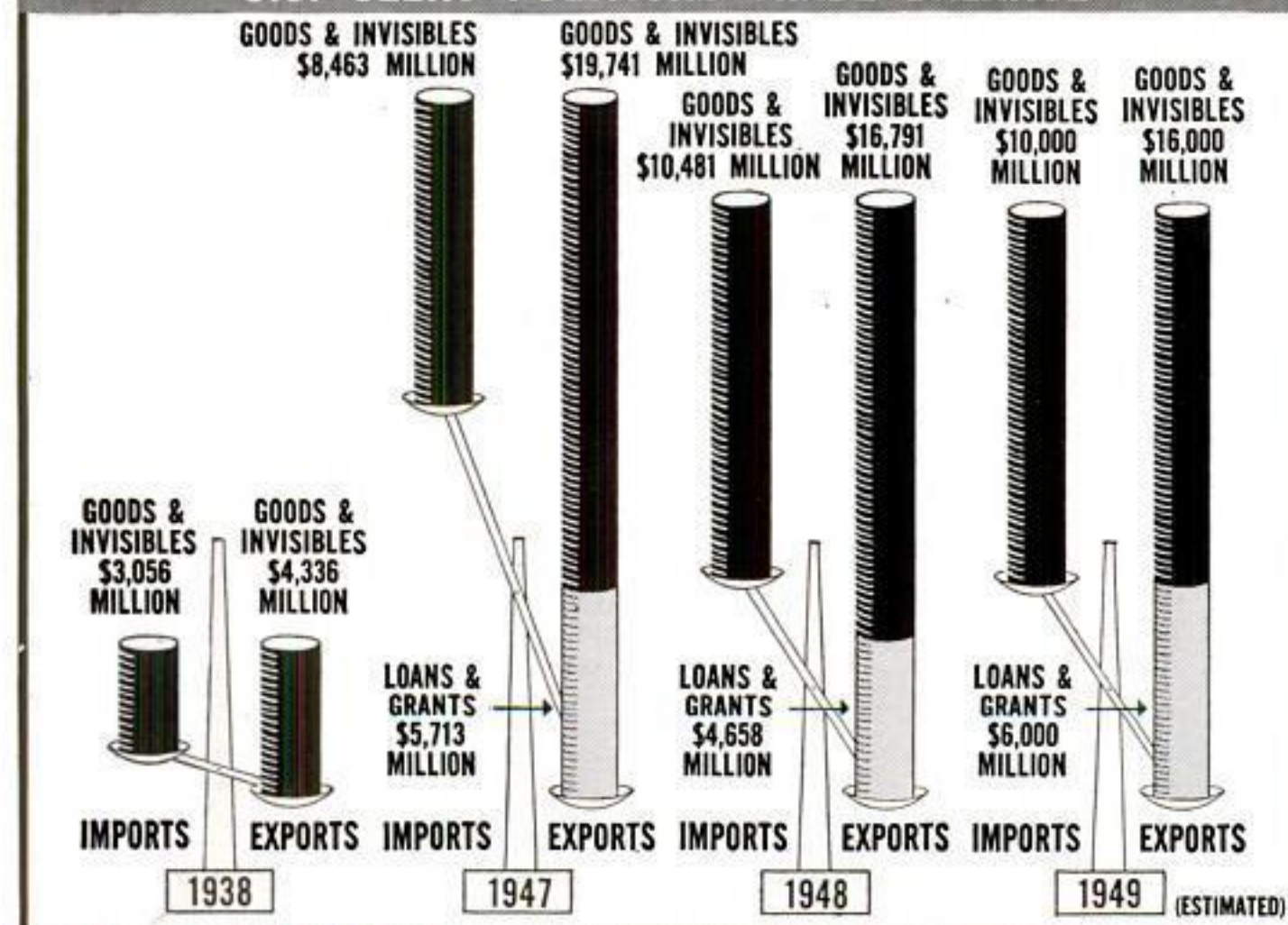
Cheapening the pound was a desperate gamble. By devaluation, Britain makes her goods cheaper to buy and hopes thus to achieve the only immediate remedy: more sales for dollars at lower costs. If this fails, devaluation may be just another step to bankruptcy. The U.S., whose production is once again about to exceed what its own trade area can absorb, has a big stake in Britain's future. So has the entire Western world, which trembled as the pound fell (*next page*).

## HELPING OUT FRIENDS COSTS U.S. MONEY



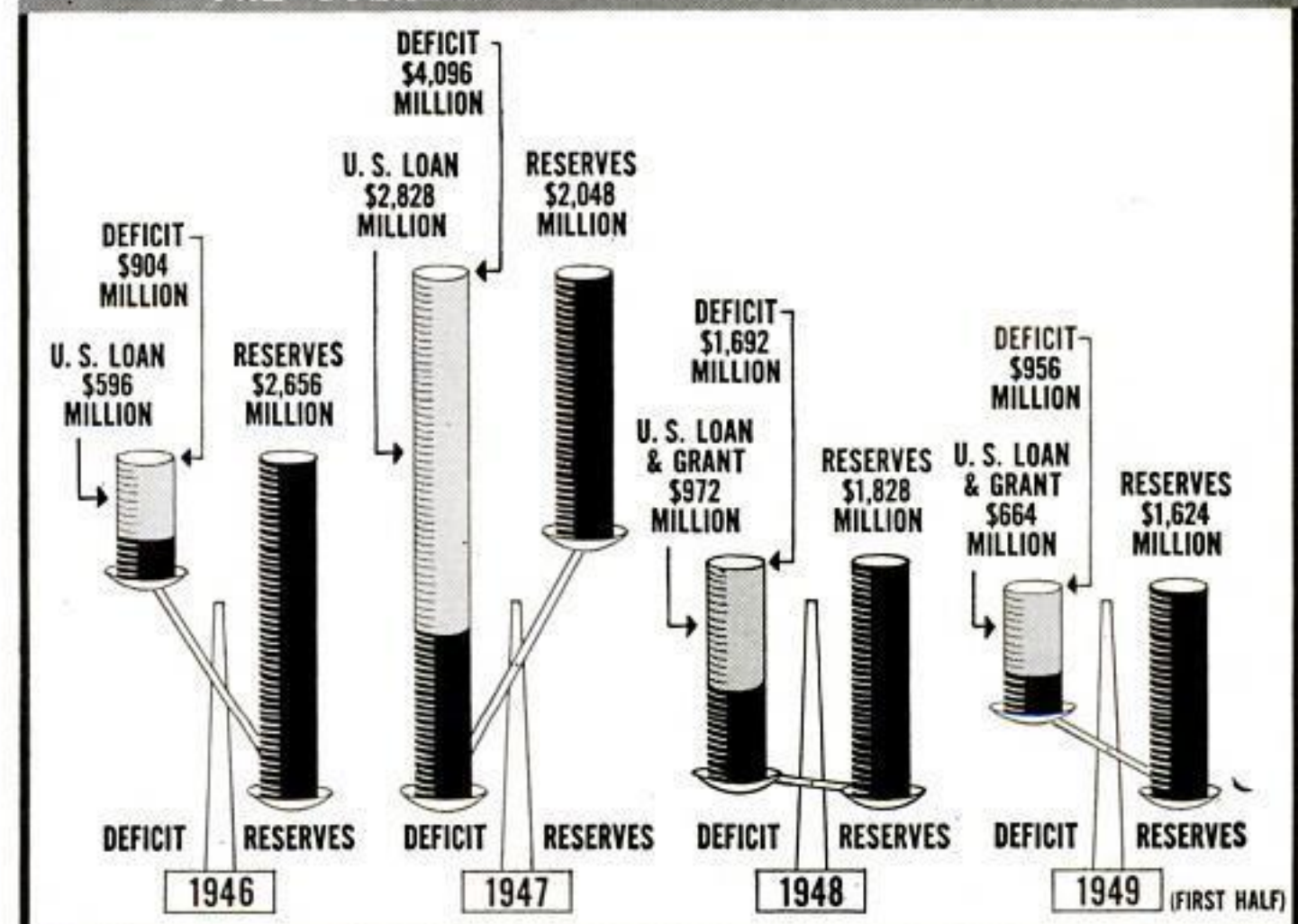
TO SUPPORT TRADE, EVERYONE IN THE U.S. PAYS THE GOVERNMENT \$33 EACH YEAR

## U.S. SEEKS POLITICAL TRADE BALANCE



**RICH IN GOODS AND GOLD**, the highly industrialized U.S. now imports far less than it exports. A big proportion of these exports is made possible only by U.S. loans and grants to politically friendly nations who are too dollar-poor to buy goods outright. As the chart above indicates, these loans and grants are nearly equal to U.S. imports.

## THE STERLING AREA SEEKS U.S. DOLLARS



**RICH IN CONSUMING POWER** but woefully short of dollars, Britain and sterling trade area which she dominates have been dipping into gold reserves to make up dollar deficit in their trade. These reserves, despite billions in U.S. loans and Marshall Plan aid, dwindled to below minimum danger point of \$2 billion early this year and kept on falling.





**"HAPPY" LABOR LEADERS** keep up spirits at holiday camp rally for young party members. Devaluation

burst rudely in midst of attempts to indoctrinate youth. Big showdown comes on Parliament's vote of confidence.

## DEVALUATION CONTINUED



**PARTYING LABORITES** DEFY CRITICISM BY TORIES

# THE CRISIS FINDS LABOR CONFIDENT

Most nations of the world were mystified by the obvious optimism with which Cripps and Bevin concluded their dollar talks in Washington, since Sir Stafford was still vigorously denying any intentions of devaluing the pound. When the 30% cut was announced, 26 governments slashed their currencies to bring them into line (*below*). A few like France, bitterly decried the \$2.80 pound as a "cut-rate" device of commercial warfare. U.S. businessmen advertised lower prices on British-made goods (*lower left*); some U.S. manufacturers saw stiffer competition ahead.

The hardest blow of all fell on the British people, whose austere living standards declined still further. Bread, made with U.S. wheat, rose immediately. The fate of the socialist government hung on the people's temper. This week Cripps and colleagues faced a vote of confidence in Parliament. On the outcome hinged the question of a general election now, or in spring. Stalwart Laborites, however, went ahead with rallies and youth indoctrination (*above, left*), as if to tell the world they would weather the storm, no matter how rough it got.

## 26 CURRENCIES SLID WITH THE POUND

	RATE BEFORE CUT	RATE AFTER CUT
British pound	\$4.03	\$2.80
Irish pound	\$4.03	\$2.80
South African pound	\$4.03	\$2.80
New Zealand pound	\$4.03	\$2.80
Australian pound	\$3.22	\$2.24
Israeli pound	\$4.03	\$2.80
Egyptian pound	\$4.183	\$2.871
Indian rupee	30.22¢	21¢
Burmese rupee	30¢	21¢
Ceylonese rupee	30¢	21¢
Malayan-Straits dollar	46.75¢	32.50¢
Canadian dollar	\$1.00	90¢
Danish krone	20.84¢	14.48¢
Norwegian krone	20.15¢	14¢
Icelandic króna	15.3¢	10.6¢
Finnish markka	.62¢	.43¢
Swedish krona	27.7¢	19.3¢
French franc	.30¢	.28¢
Netherlands guilder	37.69¢	26.03¢
Belgian franc	2.3¢	2¢
Greek drachma	.01¢	.0066¢
Iraqi dinar	\$4.03	\$2.80
Indonesian guilder	37.69¢	26.03¢
Portuguese escudo	4¢	3.48¢
Luxembourg franc	2.3¢	2¢
Polish zloty	1,608 = one British pound	1,117 = one British pound



**U.S. STORES** took quick advantage of devaluation. The full 30% cut did not show on all price tags because

of tariffs, but savings were considerable. In Scotland whisky manufacturers voted to keep their prices fixed.



for Fresh-Tomato Flavor, Millions say:

# NO TOMATO JUICE

# LIKE CAMPBELL'S

FOR THESE **3** REASONS



## 1 Campbell's Own Special Tomatoes, "the World's Finest"

Grown specially for Campbell's. The seed is selected from varieties improved by Campbell's through years of tomato culture. And Campbell's Tomato Juice is produced only when the crop is at its peak of red-ripeness and luscious flavor.

## 2 Campbell's Special Light-Press Vacuum Process

The tomatoes are lightly pressed for just the first, best juice. Then they are swiftly vacuum processed, thus protecting the juice from the air. This safeguards the fresh-tomato vitamins and retains the fresh-tomato flavor.

## 3 Campbell's Special Fresh-Tomato Flavor

"The world's finest tomatoes" . . . plus Campbell's special light-press vacuum process . . . give you Campbell's right-off-the-vine, fresh-tomato flavor. Delicious! Try it, and you'll know why millions say, "No tomato juice like Campbell's!"

*Fresh-Tomato Flavor*  
-that's why folks choose Campbell's!

LOOK FOR THE  
RED-AND-WHITE LABEL



# Campbell's TOMATO JUICE



**HURRY! HURRY!**  
CONTEST CLOSING  
MIDNIGHT, OCTOBER 31, 1949

Pillsbury's **BEST**

**\$100,000**

(*'153,985 TOTAL VALUE AWARDS*)

**GRAND NATIONAL**

# RECIPE & BAKING CONTEST

*...to bring to light  
the most treasured recipes  
of all America...of this  
and other generations*

Now's the time for you to enter Pillsbury's Grand National Recipe and Baking Contest—but hurry, contest closes midnight, October 31! In this biggest and most exciting contest in baking history, one of your recipes may win \$50,000 and become famous with women all over America.

Pillsbury is offering 409 awards—total value of \$153,985—for the 100 most treasured recipes of all America, of this and other generations.

The fine recipes of today—old recipes handed down from your grandmother's day... favorite recipes of your church group... foreign and novelty recipes... streamlined recipes that use easy, timesaving methods—all have a chance to win a big cash money prize. It's easy and fun to enter.

No fancy writing is necessary. All you do is send in one of your favorite recipes for breads, cakes, pies, cookies, entrees or desserts. Recipes that are unusual, use modern short-cut methods, appeal to the entire family, and are easy to prepare are especially desirable. One of the everyday recipes right out of your kitchen drawer may win the big \$50,000 first prize.

Hurry—there's \$153,985 in awards waiting. Get started today... look up that favorite recipe of yours now, read the easy rules, and enter this contest today. Enter several recipes before October 31 and increase your chances of winning a big award. (Your grocer has entry blanks and rules.)

FINAL JUDGING—**GRAND BALLROOM, WALDORF-**





# \$50,000.00 FIRST PRIZE

(when entry is sent with Pillsbury Token)

**109 CASH PRIZES IN ALL**  
**Total Value Awards \$153,985**

To the winners of the Recipe Contest  
100 prizes of \$100 each—with token \$200 each

Also—a trip to New York City and two-day stay at the Waldorf-Astoria Hotel (at Pillsbury expense) for each of the 100 winning entrants who will compete in the Grand Ballroom of the Waldorf for the 9 Big Grand Prizes in the Grand National baking finals.

To the 100 Baking Contest entrants  
300 additional prizes:

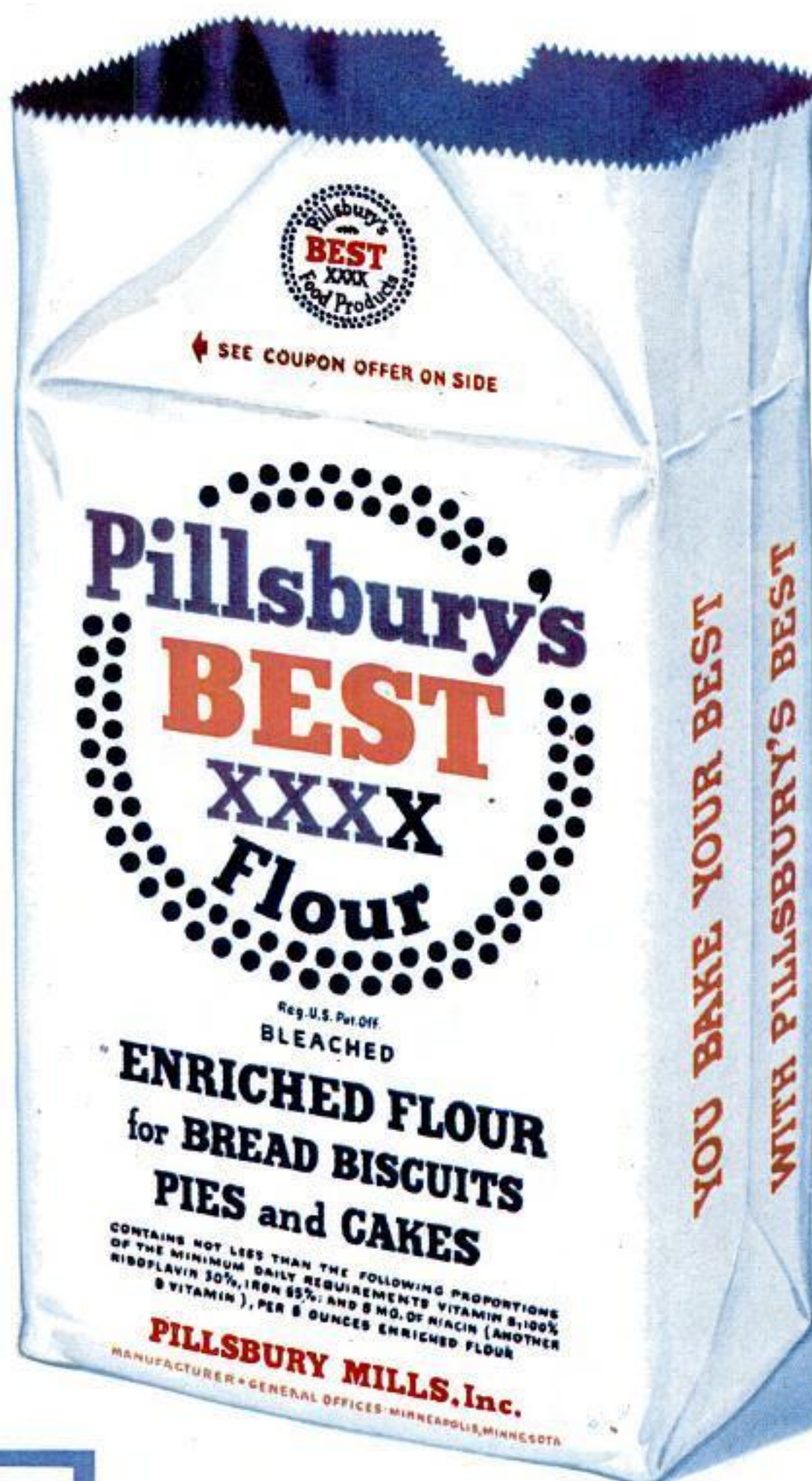
100 GENERAL ELECTRIC STRATOLINER PUSH-BUTTON RANGES  
100 Hamilton Beach Electric Food Mixers with Mixguides 100 McCormick or Schilling Treasure Chests of spices and extracts

To the winners of the Baking Contest:

**1st PRIZE \$25,000 ... with token \$50,000**  
**2nd PRIZE 5,000 ... with token 10,000**  
**3rd PRIZE 2,000 ... with token 4,000**

Six "Best of Class" Awards

BREADS \$500 ... with token \$1,000 COOKIES \$500 ... with token \$1,000  
CAKES 500 ... with token 1,000 ENTREES 500 ... with token 1,000  
PIES 500 ... with token 1,000 DESSERTS 500 ... with token 1,000



## 6 Baking Classifications

**Breads**—standard and quick methods for breads, rolls, coffee cakes, biscuits, etc.

**Cakes**—standard cakes, quick-mix cakes, sponge and angel food cakes, miscellaneous-type cakes

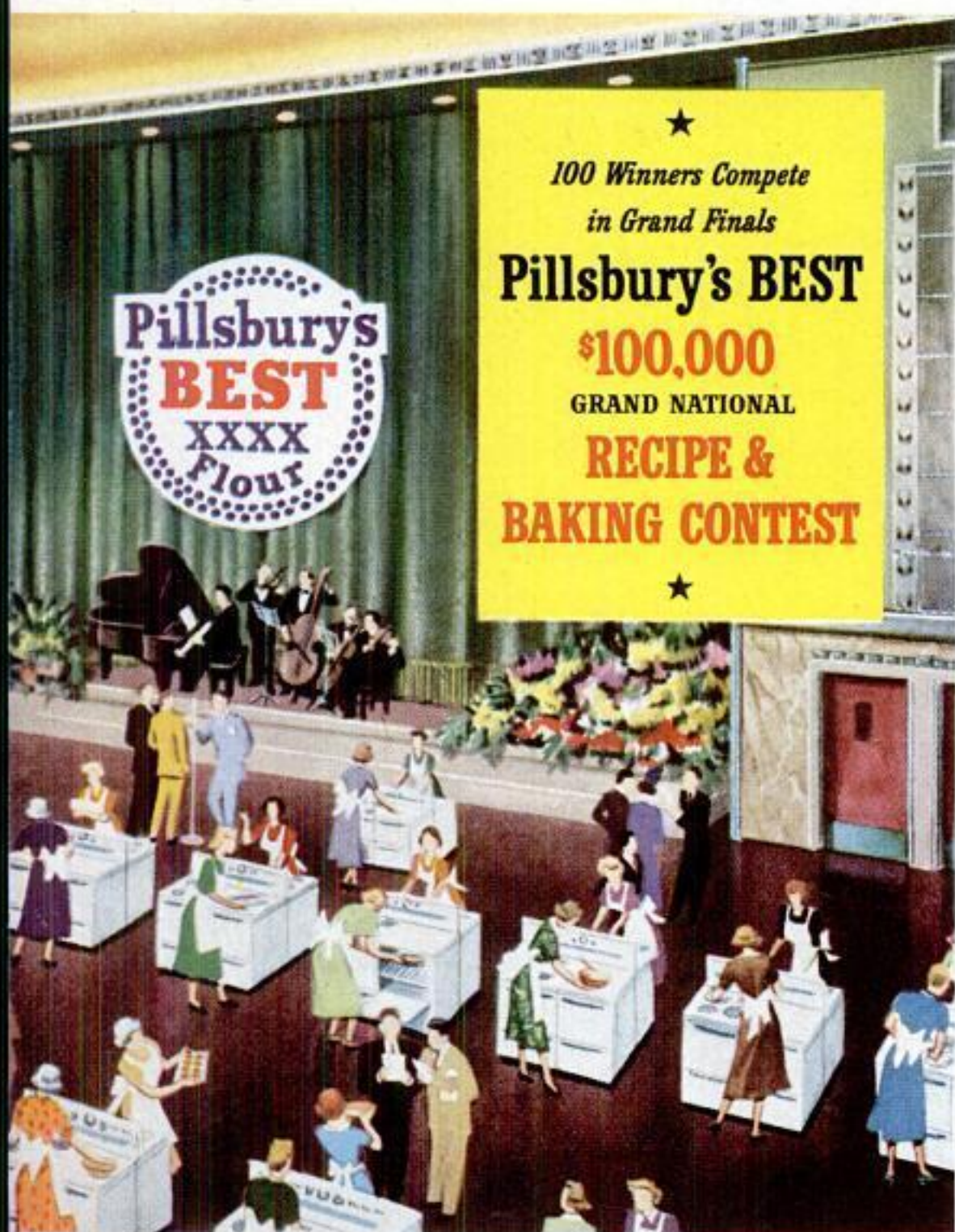
**Pies**—one-crust pies, two-crust pies, tarts, etc.

**Cookies**—drop, roll, refrigerator, foreign and novelty cookies, bars and squares

**Entrees**—meat, vegetable, poultry and fish pies; entrees with biscuit topping made with meat, vegetables, poultry or fish; dumplings and miscellaneous

**Desserts**—puddings, short-cakes, cobblers, meringues, jelly rolls, etc.

## ASTORIA HOTEL, NEW YORK CITY



## Follow these EASY RULES:

1. Write your recipe clearly, using one side of the paper only. Give all measurements in level (not scant or heaping) cups, tablespoons and teaspoons, or in fractions ( $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ ) of these measures. Specify the exact measurements of the pan to be used and the exact oven temperature for baking. Also specify the length of baking time. Send recipe only. Do not send actual food.

2. No recipes will be considered which call for intoxicating beverages, or for ingredients not usually available in grocery stores, or for less than one-half cup of Pillsbury's Best Flour in a family size recipe.

3. Print the name you have selected for your recipe at the top of each page. Print your name and address in the upper right-hand corner of each page on which your recipe is written. At the end of your recipe, write where and when you learned of it.

4. Enclose your recipe and the Pillsbury's Best Food Products seal from the top of any size sack of Pillsbury's Best Flour (also a PILLSBURY CONTEST TOKEN if your entry is to be eligible for a double cash award) in an envelope addressed to PILLSBURY RECIPE CONTEST, P. O. Box 89, Evanston, Illinois. Entries must be postmarked before midnight, October 31, 1949.

5. You may send in as many entries as you wish, but only one per envelope. No entrant will be eligible to receive more than one award in recipe contest. Anyone in the United States, Alaska, Hawaii or Puerto Rico may enter except practicing professional home economists

and employees of Pillsbury Mills, Inc. and its advertising agencies or members of their families.

6. Each entry will be judged on the basis of compliance with these rules, aptness of name, ease and speed of preparation, novelty or unusual character, and general appeal. All recipes and entries will become the property of Pillsbury Mills, Inc. and will not be returned. The decision of the judges shall be final. In case of ties, duplicate awards will be made.

7. Each of the winning contestants in the recipe contest will be awarded \$100 in cash (\$200 if entry is accompanied by PILLSBURY CONTEST TOKEN), a trip to New York City and a two day stay at the Waldorf-Astoria Hotel as a guest of Pillsbury Mills, Inc. In the Grand Ballroom at the Waldorf these contestants will prepare their winning recipes and enter them in a baking contest limited to the recipe contest winners. General Electric Stratoliner Push-Button Ranges and all necessary equipment and ingredients for the baking contest will be supplied. All entries in the baking contest will be judged on the basis of taste, appearance, general appeal, novelty or unusual character.

No contestant winning one of the first three prizes will be eligible for the class prizes. In the event of a tie, duplicate prizes will be awarded. The decision of the judges shall be final.

You may get a handy entry blank with these rules and a PILLSBURY CONTEST TOKEN from your grocer or by writing Ann Pillsbury, c/o Pillsbury Mills, Inc., Minneapolis, Minnesota.

This contest is subject to all federal and local laws.



This may help you win \$50,000.

Get a free token like this from your grocer. Your prize money will be doubled if token accompanies a winning recipe.

### GET FREE ENTRY BLANK AT YOUR GROCER'S... OR USE THIS HANDY ENTRY FORM

PILLSBURY RECIPE CONTEST, P. O. Box 89, Evanston, Illinois. Attached is my entry for Pillsbury's Best Grand National Recipe and Baking Contest together with dotted circle seal from top of Pillsbury's Best Flour bag.

(PLEASE PRINT)

Name.....  
Address.....  
City..... State.....

Contest Closes Midnight, October 31, 1949



# HATTIE HITS BACK!



## RECIPE for Birds Eye Peas Peasant Style

- ¾ cup thinly sliced white onion rings • 1½ cups boiling water, salted
- 1 box Birds Eye Green Peas • ¾ cup onion and pea liquid
- 2 tablespoons butter • 1 tablespoon flour • Dash of salt, pepper, nutmeg
- 1 tablespoon diced pimento • ½ cup heavy cream

Cook onion rings in boiling salted water 8 minutes. Add tender, farm-fresh Birds Eye Peas, continue cooking 5 minutes longer, or until peas are just tender. Drain, reserving liquid; measure ¾ cup, adding hot water, if necessary . . . Melt

butter in saucepan, add flour, seasonings, stir until smooth. Add pimento, then cream and vegetable liquid; cook until thickened, stirring constantly. Add vegetables. Reheat. Sprinkle with chopped mint, if desired. Makes 4 servings.

**BIRDS EYE**  
-bound to  
be better!



Product of General Foods  
COPYRIGHT 1949, GENERAL FOODS CORP.





A PAPER BLIZZARD IN CLEVELAND AUDITORIUM HERALDS RE-ELECTION OF UE'S COMMUNISTS, WHILE SNOWED-UNDER RIGHTISTS (FOREGROUND) SIT GLUMLY ALOOF

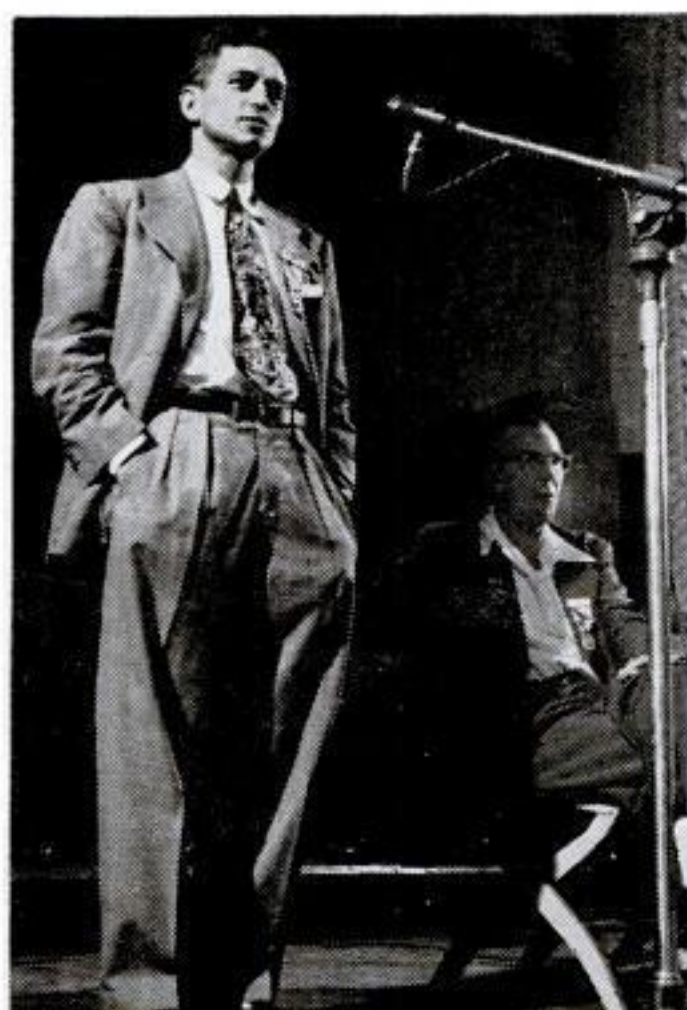
## RED-LED ELECTRICAL WORKERS HEAD OUT OF C.I.O.

In Cleveland's auditorium, where Alf Landon was nominated in 1936 and where the voices of F.D.R. and Schumann-Heink once shook the rafters, history of another sort was made last week. Amid scenes of enthusiasm such as the one above, the pro-Communist captors of the United Electrical Workers tightened their hold on the third biggest C.I.O. union and set the stage for secession from the C.I.O.—if it does not kick them out first.

By beating the Commies in such key locals as

Pittsburgh's 601 (LIFE, Aug. 29), the U.E. right wing led by James B. Carey, secretary-treasurer of the C.I.O., went to the convention with twice the strength it had mustered last year—but not enough to win. In one test after another the administration headed by Albert J. Fitzgerald and masterminded by James J. Matles beat down the right wing by a 3 to 2 margin. After getting themselves re-elected, "Fitzie" and his crew issued a defiant ultimatum to C.I.O. President Philip Mur-

ray (next page). It is almost certain to be rejected when the C.I.O. meets in Cleveland next month. Then as they stated in their ultimatum, they will withhold their C.I.O. dues preparatory to seceding with other leftist unions and starting a third big U.S. labor federation. Or the C.I.O. may beat U.E. to the punch by expelling its hierarchy, leaving Carey and perhaps half the 380,000 members holding the charter. Either way the U.E. will never be the same divided house that met in Cleveland.



**RIGHTIST JIM CAREY**, C.I.O. secretary-treasurer, speaks at caucus of his outnumbered forces in local C.I.O. hall.



**LEFTIST LEADERS** Julius Emspak (left) and President Albert J. Fitzgerald accept a right-wing propaganda newspaper from a minority worker outside the Cleveland convention hall. Inside, the administration's disciplined forces won every test of strength.



**CENTER OF STAGE** is monopolized by the left. Here Jim Matles and Fitzgerald (coatless) confer on the platform.



new "miracle-working" girdle

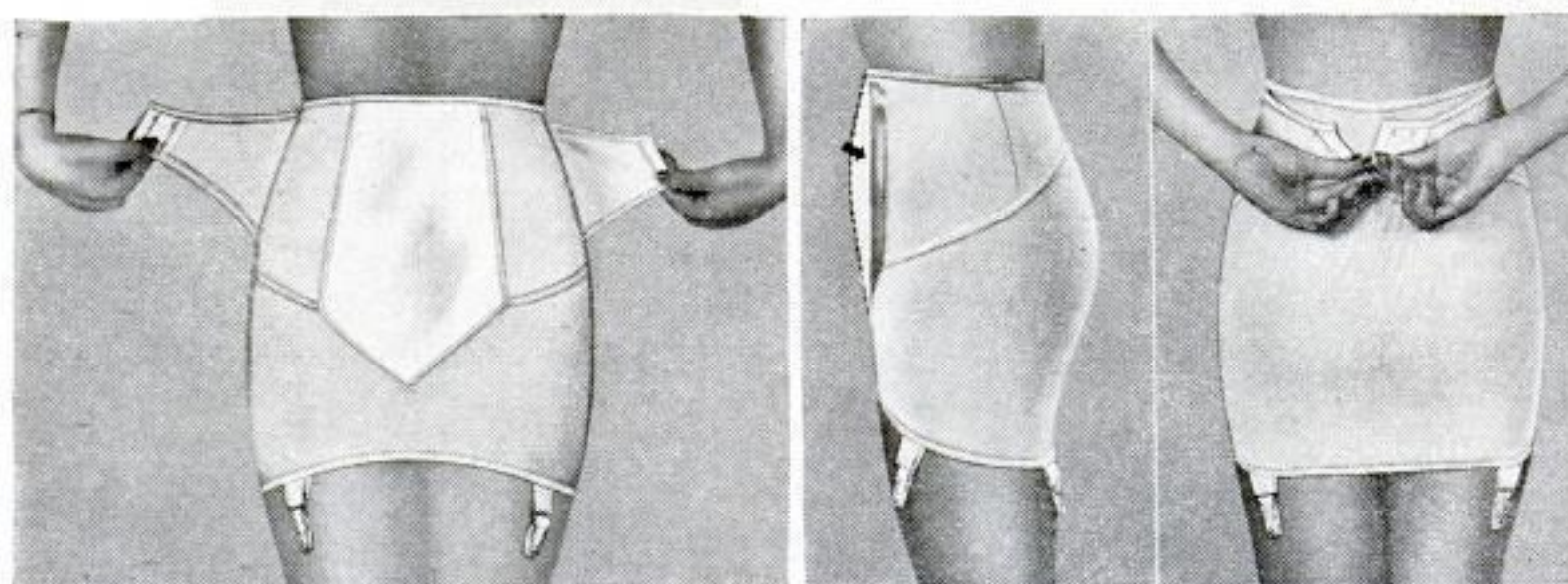
# takes inches off your figure!

- 1 Brings in **waist** gently, surely.
- 2 Takes inches off **tummy**.  
Adjust-A-Band flattens and raises  
abdomen and keeps it in.
- 3 Takes inches off **hips**  
(tape measure proves it).
- 4 Smooths and slims **thighs**,  
clothes fit beautifully.

**FLEXNIT** featherweight  
"Shur-Set"

ADJUST-A-BAND\* GIRDLE AND  
DETACHABLE-CROTCH PANTIE

\*Pat. applied for



**BAND OPEN** shows diagonal styling that  
uplifts as it flattens abdomen—takes off  
inches. Smooth, sleek fit.

**ADJUSTABLE BACK**—double set of fas-  
teners for perfect fit and comfort. Dotted line  
shows how tummy is flattened.

★ Magic Adjust-A-Band is same featherweight  
wonder fabric as girdle. Takes inches off waist.  
Keeps abdomen in-in-in with gentle control.

★ Run-resistant NYLON, RAYON and LASTEX  
fabric†. Seamless. Washes, wears wonderfully.

★ Satin front panel gives extra tummy "hold-in."

★ Pantie has nature-fit milanese, detachable,  
snap-on crotch.

★ 4 fine elastic garters (detachable on pantie).

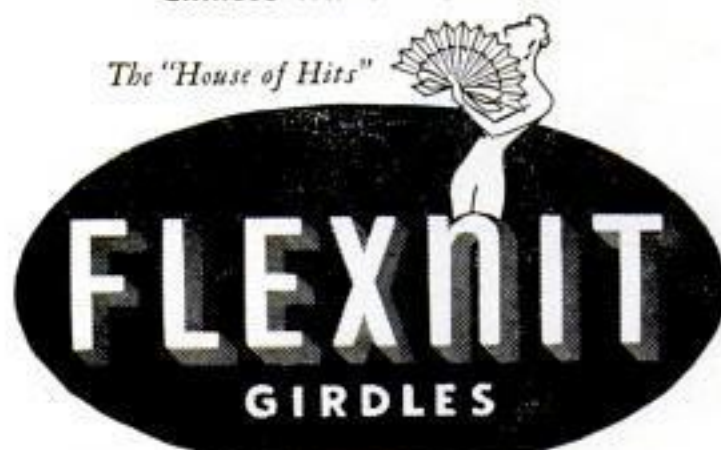
Ask for "Shur-Set." Also, other Flexnit hits  
—famous "SumTHIN," "SumTHIN-ette,"  
"FANFAIR," "LADY CUE," "SANIGIRD,"  
"TWIN SOME," etc. at stores everywhere.

†Reg. U. S. Pat. Off.

**\$3.95** GIRDLE

**\$5** detachable crotch pantie  
Sizes Small, Medium, Large  
Extra Sizes slightly higher  
Chinese White • Classic Nude

The "House of Hits"



**FLEXNIT...** New York, 200 Madison Avenue • Los Angeles, 818 South Broadway



JOHN L. ACHIEVES THE ULTIMATE

## HOW ABOUT STEEL? COAL? AUTOS?

While the U.E.'s leftists and rightists tussled over the issue of communism, another issue shook three big sectors of the economy—steel, coal, autos. The issue was workers' pensions, and who was to pay for them. When a few mine operators halted their 20¢-a-ton payments to his U.M.W. pension fund, John L. Lewis (*above*) announced that the coal industry was simply on a "no-day week." Meanwhile Phil Murray (*right*) warned that President Truman's third postponement of a steel strike would be the last. Unless steelmen agreed to "noncontributory" pensions approved by the President's fact-finding board, steel might go on a no-day week too. So might thousands of Walter Reuther's auto-workers (*below*), unless U.A.W. and Ford got together on Reuther's demand that unionists, as well as top executives, get a "pension package."



**MASS MEETING**, called for Ford workers over 60 years old, overflows the 2,800-seat Cass Tech High School auditorium in Detroit as Walter Reuther





**WILDCAT STRIKE** of 1,000 Pittsburgh steelworkers came as Murray, U.S. Conciliator Ching and Big Steel's Fairless met (above) to avert industry tie-up.



reports on pension negotiations. If the U.A.W. wins its demands, virtually all these oldsters, some with 35 years of service, will be pensioned at Ford's expense.

## LOOK! "COMPLETE DINNER"

Includes nourishment from beef, milk, fish, soya and cereal products

# GRO-PUP

**RIBBON**



He loves meat-brown  
GRO-PUP RIBBON!

Firm muscles!

Vigor and play!

Every food need  
for health!

Bright eyes!

Good teeth!

Strong bones!

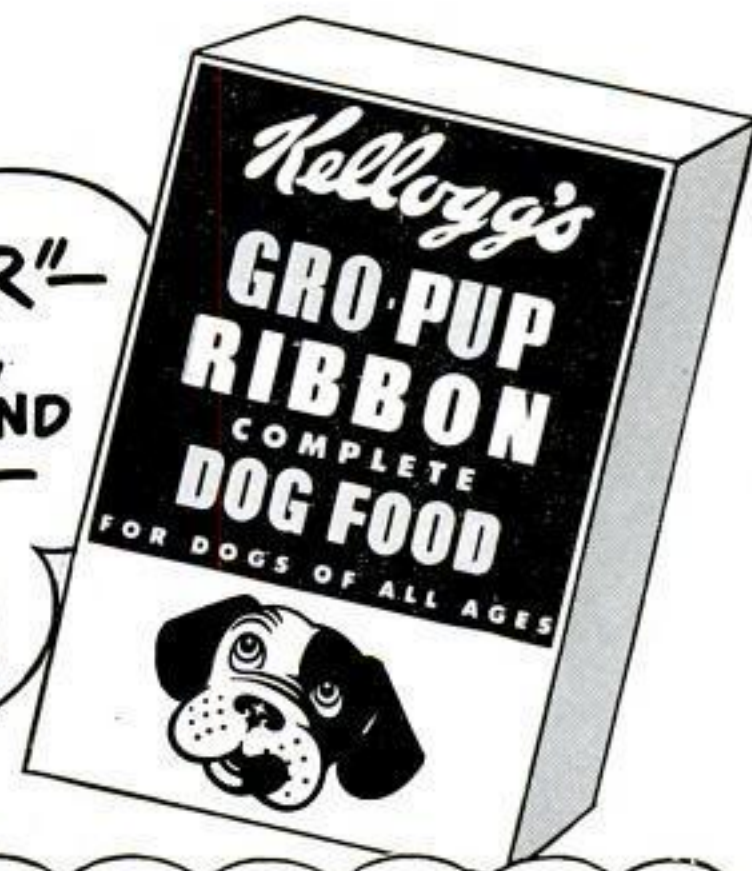
Glossy coat!

"COMPLETE DINNER" because Gro-Pup Ribbon has every food factor dogs need for health. No matter what his age, size or breed, your dog needs no other food when you feed this crunchy, tasty dinner!

**GRO-PUP RIBBON** is naturally savory because the proteins come from beef, as well as from milk, fish and soya!

**SAVINGS, TOO.** Costs only 7¢ a day to feed "complete dinner" Gro-Pup to a family pet the size of a Terrier. You save up to 40% over most canned dog foods. Start your dog on this tasty, nourishing "complete dinner" today.

"COMPLETE DINNER"—  
ALL THE VITAMINS,  
MINERALS, PROTEINS, AND  
FATS MY DOG NEEDS—  
AND I SAVE UP  
TO \$1 A WEEK!



**BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT**

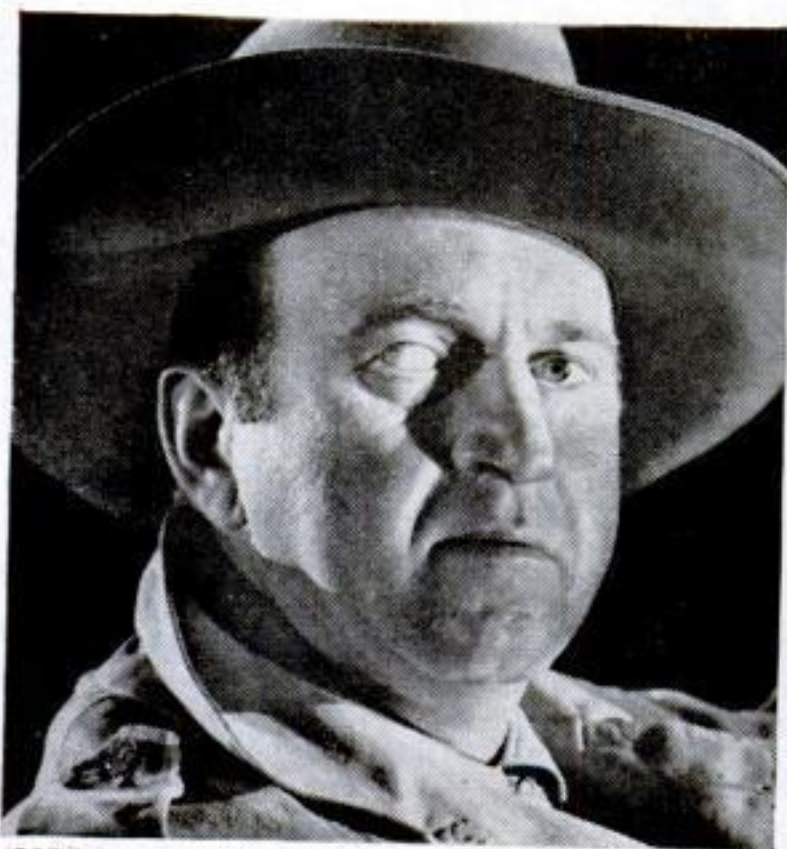




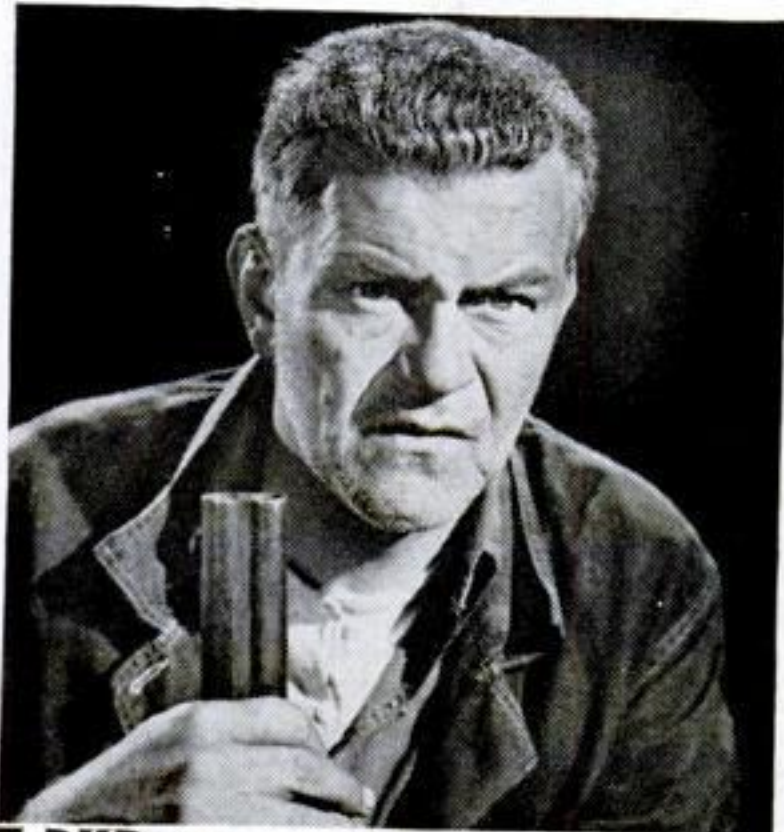
**KEECHIE:** A tender heart in a tough world. All a girl *can* do to help the boy she loves . . . Keechie does!



**BOWIE:** Just a kid...who's seen too much of the crooked side of life... not enough of the straight!



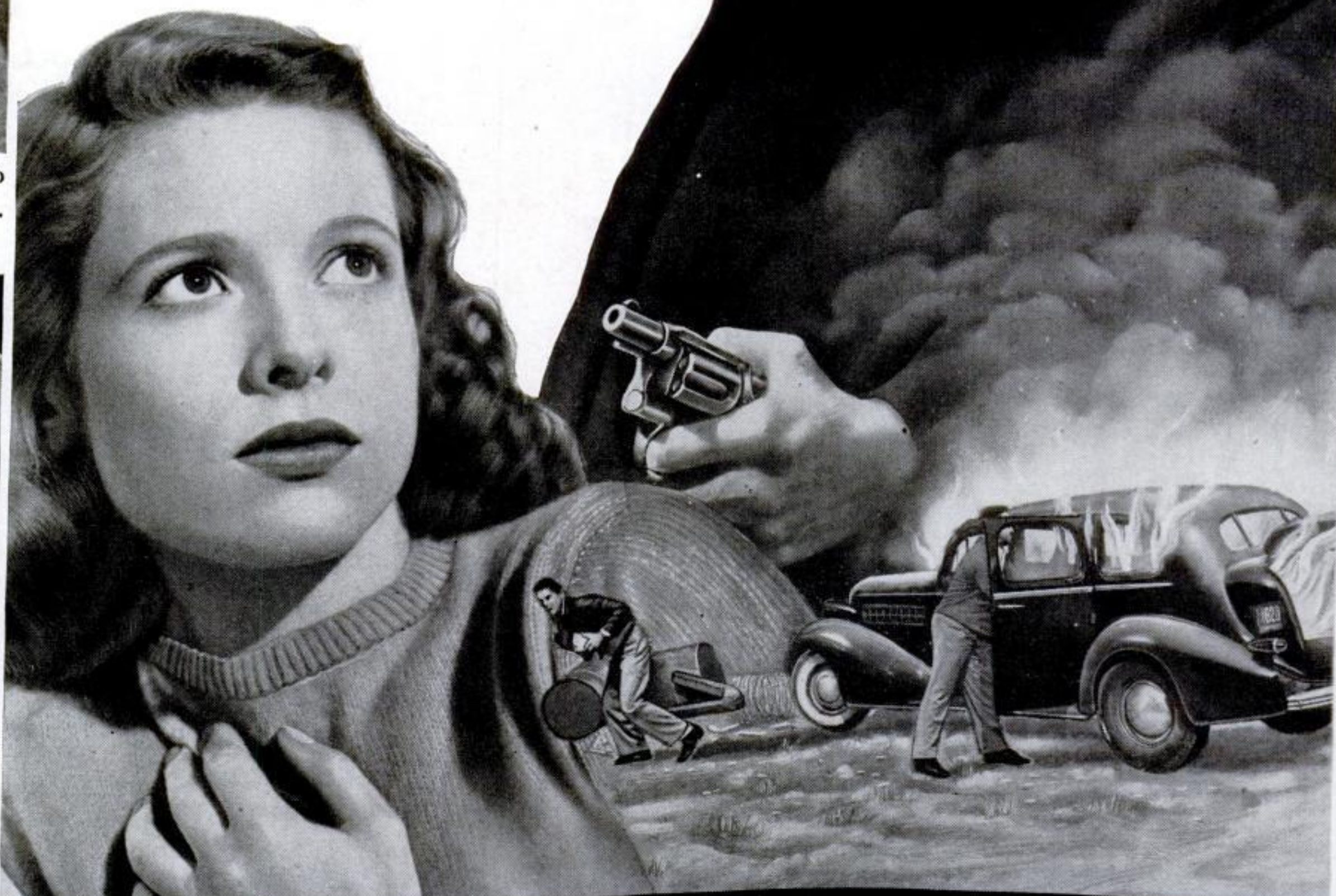
**CHICKAMAW:** He's a guy you can trust...to knife you in the back when he gets sore!



**T-DUB:** Knows but one law . . . his own! Has but one weapon...a gun!

# "COPS OR NO COPS I'M GOING THROUGH!"

HOT-ROD teen-agers . . . living on the razor-sharp edge of danger...stumbling into crime, tumbling into love . . . too mixed up to know what they're doing!



**"THEY LIVE BY NIGHT"**

starring

**FARLEY GRANGER**  
**CATHY O'DONNELL • HOWARD DA SILVA**

with

Jay C. Flippen • William Phipps • Ian Wolfe • Helen Craig

A DORE SCHARY Presentation

Produced by JOHN HOUSEMAN • Directed by NICHOLAS RAY • Screen Play by Charles Schnee





# ANIMALS IN TROUBLE



PLAYING TARZAN IN A CHERRY TREE IN BERLIN, THIS GUATEMALAN SPIDER MONKEY HAD A GREAT FALL

## For once the beasts might as well change places with people

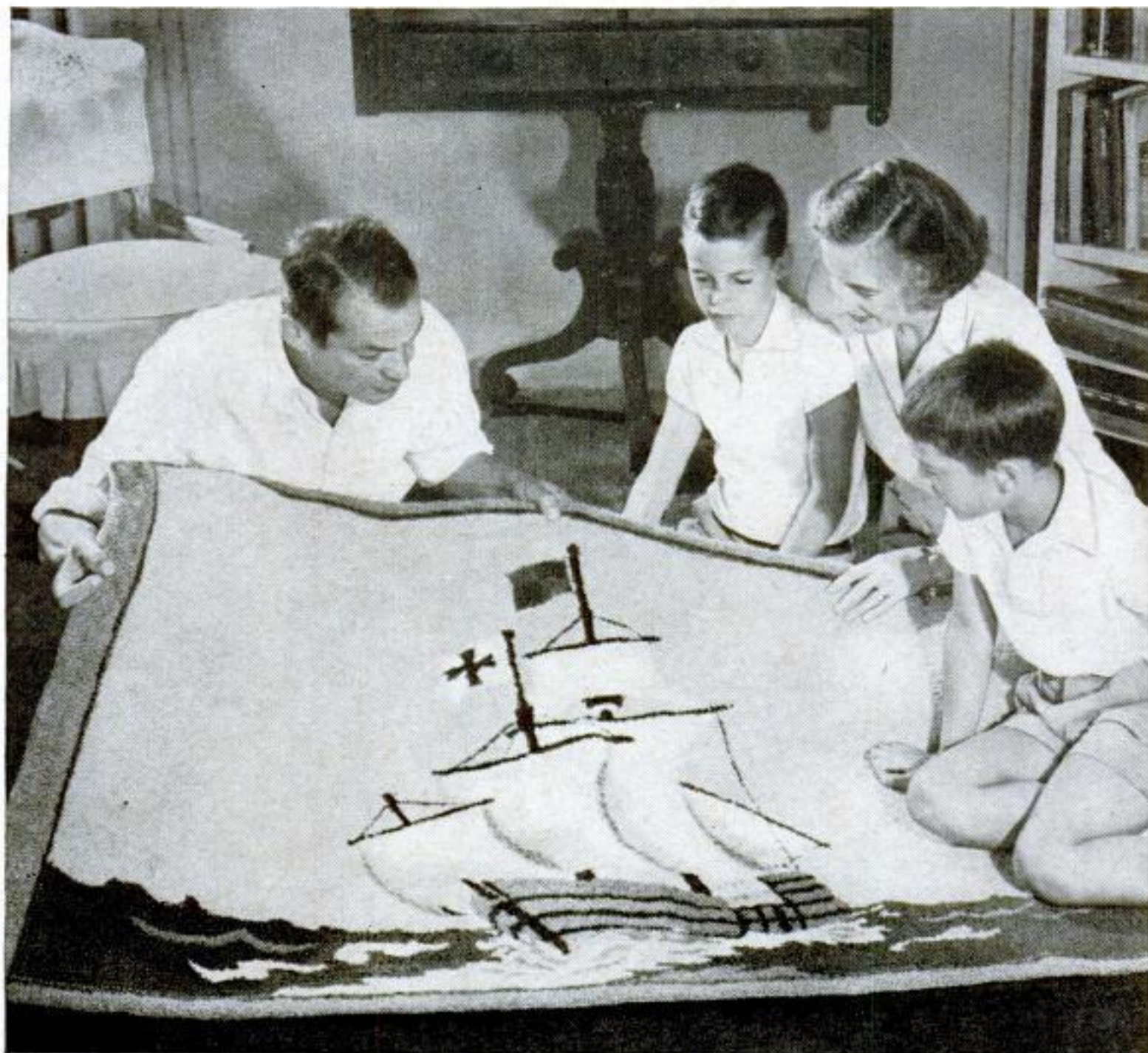
Ordinarily the animal kingdom wouldn't dream of changing places with the human race. The animals, no fools, figure they have quite enough to worry about without such complications as meeting mortgage payments and rearing lackwit offspring who take years instead of months to become self-sufficient. But as summer ended the tables appeared to be turned; humanity could actually feel sorry for the beasts. They have not had so much trouble since the ill-fated coup that put them in uneasy possession of George Orwell's *Animal Farm*. Take a sheep named Geronimo Suffolk-White, for instance. He had to make three parachute jumps in 58 minutes to amuse a fairgrounds crowd at Yakima, Wash. and was paid not a cent for it. Or the squirrel, chased by a dog, which ran into a cigar

store in Portsmouth, N.H. He entertained a crowd for an hour by scampering around the display window—only to be ignominiously carted off by a veterinarian. Or take the monkey shown above with his arm in a cast. He climbed a cherry tree in Berlin's American zone, ate a quarter of his 8-pound weight in cherries, then tried to swing from branch to branch—and came tumbling down. His fracture got the best of care since he is the only one of his kind on the Continent. It was still a humiliating experience that could have been avoided if people hadn't caught him in the first place, back in Guatemala. With the hunting season coming on, the animals' troubles were only beginning. They could hardly wait for nature's pendulum to swing the other way so that they could feel sorry for people again.



ON X-RAY TABLE Sorrowful, baby Patas monkey, is examined after fall in Chicago zoo. He broke three bones.

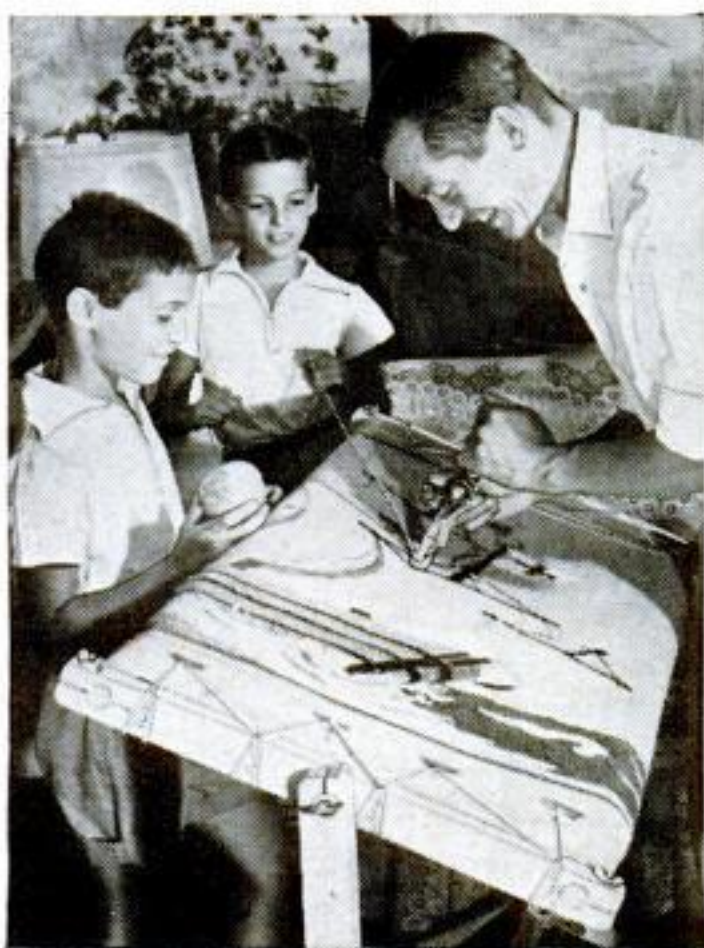




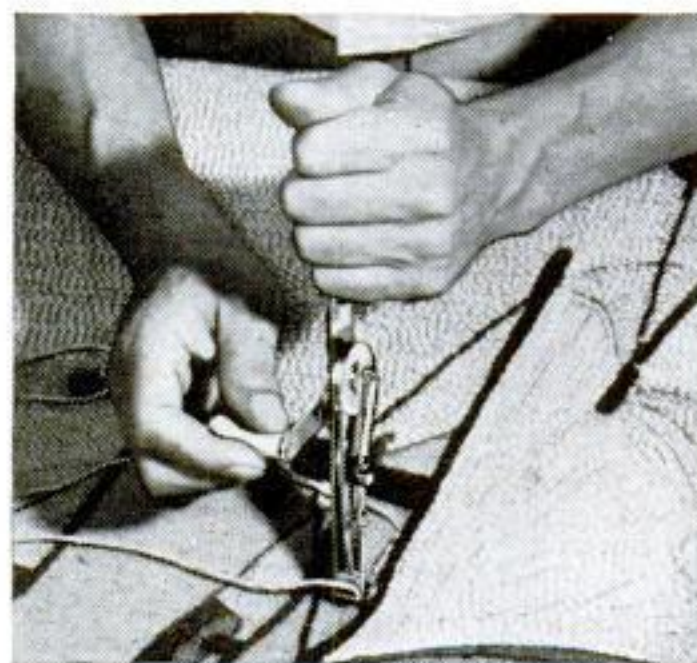
**AUTHOR-ILLUSTRATOR**—Ferdinand the Bull, The Watchbirds, Arithmetic Can Be Fun, etc.—his wife Margaret, and sons Andy and Gil, hook a cozy Columbia Cape Cod Rug.

## MUNRO LEAF

says "here's a family hobby that really 'Can Be Fun'"  
A Columbia Hooked Rug is actually easy to make



**GATHER THE CLAN** together, folks! It's fun, fascinating, fast to make a Columbia hooked rug with the magic new Columbia Robot Needle—as little as 8½ hours for some rugs! All you need is the rug frame, the full-color burlap pattern, Columbia Lustra Rug Yarn, and the wizard needle!



**IF YOU CAN BEAT AN EGG**, you can hook a rug. Just scan the directions, thread up—and you're off on the delightful indoor sport of creating a family heirloom. Pick a pattern, choose your needle (the Columbia Robot or the DeLuxe) and start enjoying this easy, thrilling home-hobby today.

Mail coupon below for Columbia Rug Manual Vol. 116 with complete directions for over 100 lovely patterns, plus a free list of Columbia stores nearest you.



James Lees and Sons Company, Dept. CR-2, Bridgeport, Pa.  
Please send me Columbia Rug Manual Vol. 116, plus free dealer list.  
I enclose 75¢ in coin (no stamps, please).



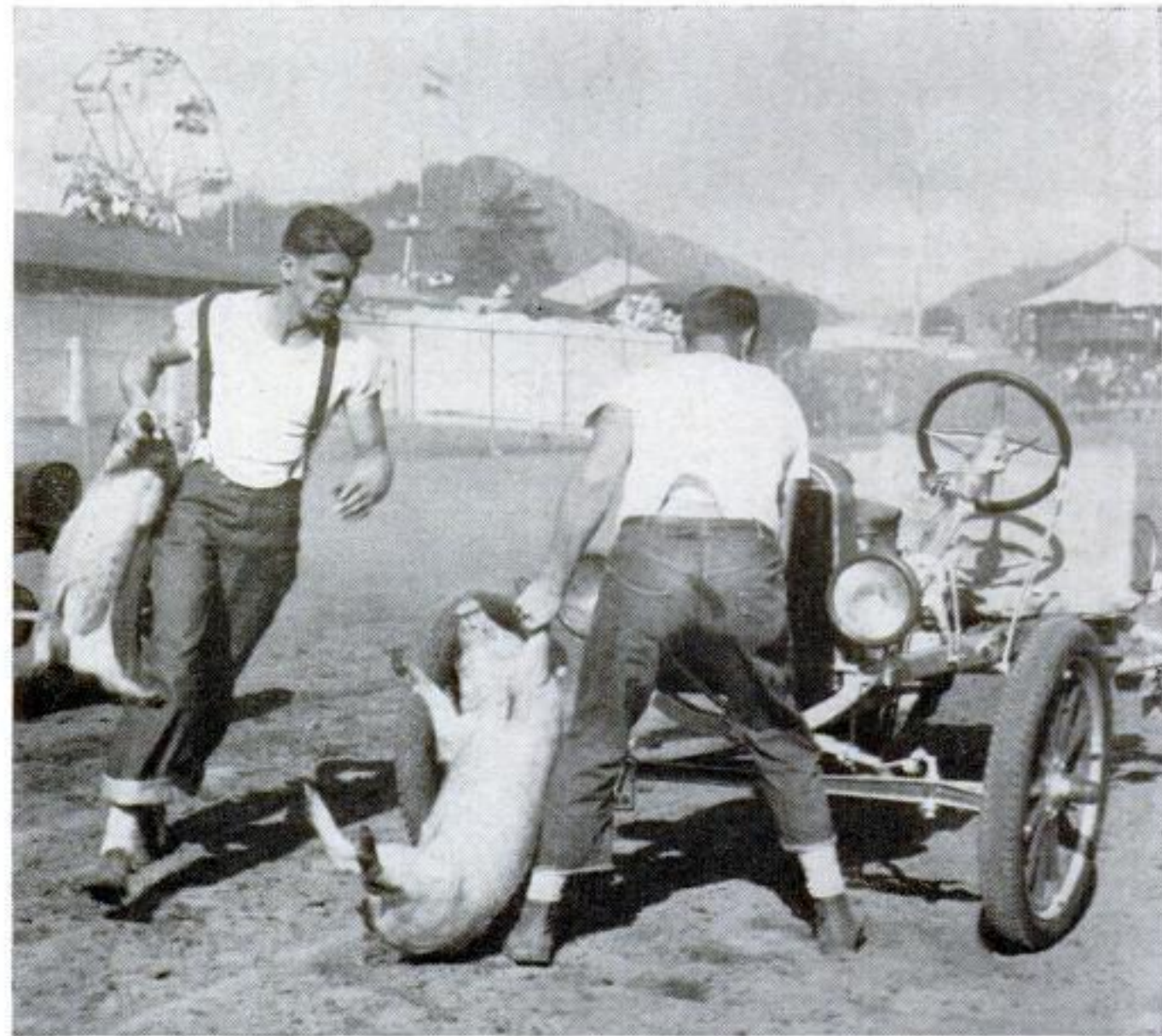
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Address.....

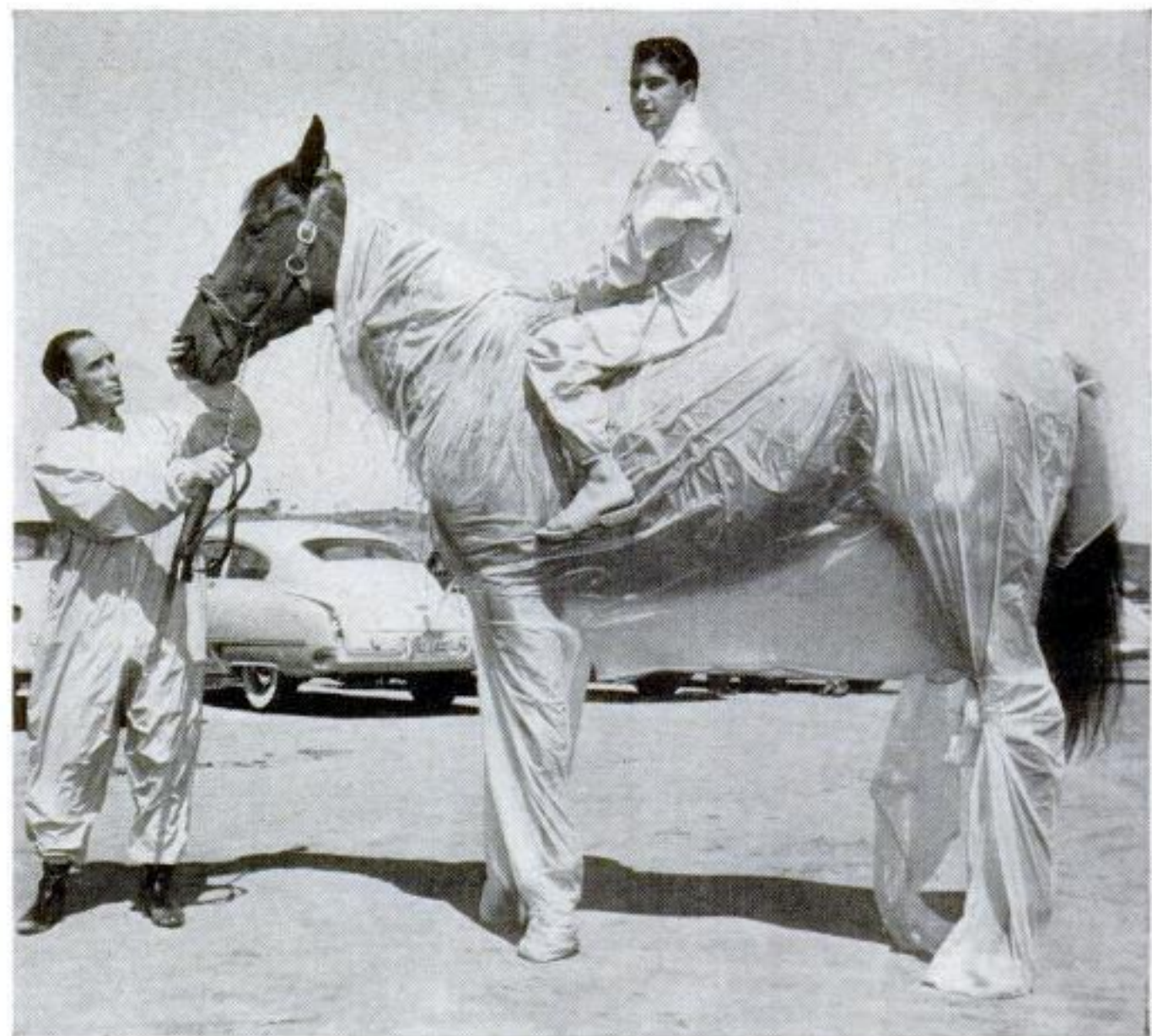
City..... State.....

ANOTHER FAMOUS PRODUCT... LEES CARPETS

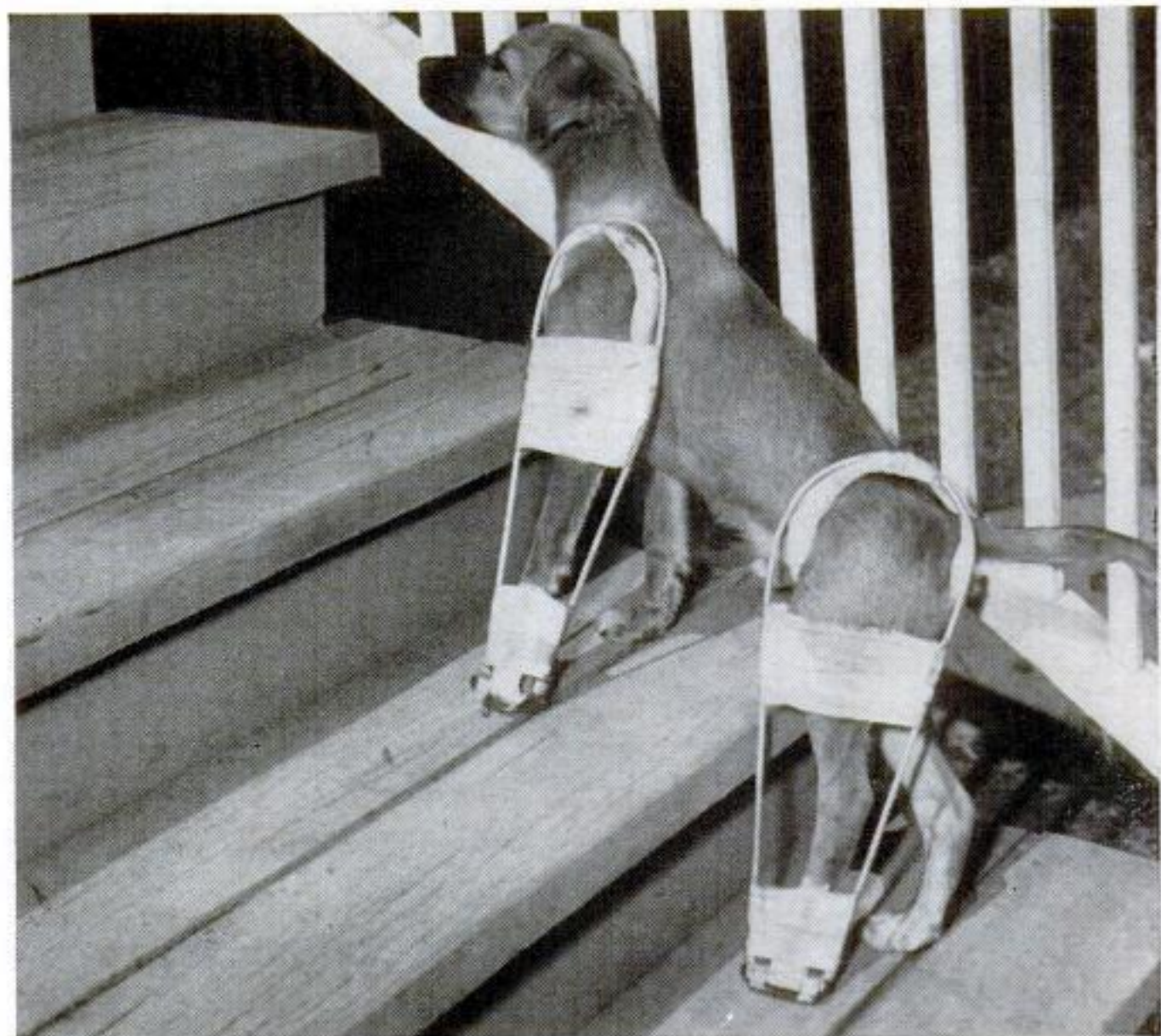
## ANIMALS CONTINUED



**SQUEALING PIGS** are made unwilling riders in stripped-down Ford race at Oregon's Tillamook County Fair. The drivers win prizes; the pigs get none.



**SWEATING HORSE** wears "reducer suit" (LIFE, June 13) that takes pounds off man or beast. Entered at Del Mar, Calif., Gotta Gal must watch his weight.



**LIMPING DOG** thumps upstairs on crutches made by master. At 4 months Yankee broke his legs in fall from third-floor window of his home in Chicago.

CONTINUED ON PAGE 44



Never before a really effective deodorant soap

# DIAL soap stops odor before it starts!



Another **ARMOUR** Product

**DIAL keeps you fresh round the clock because DIAL removes skin bacteria that cause perspiration odor!**

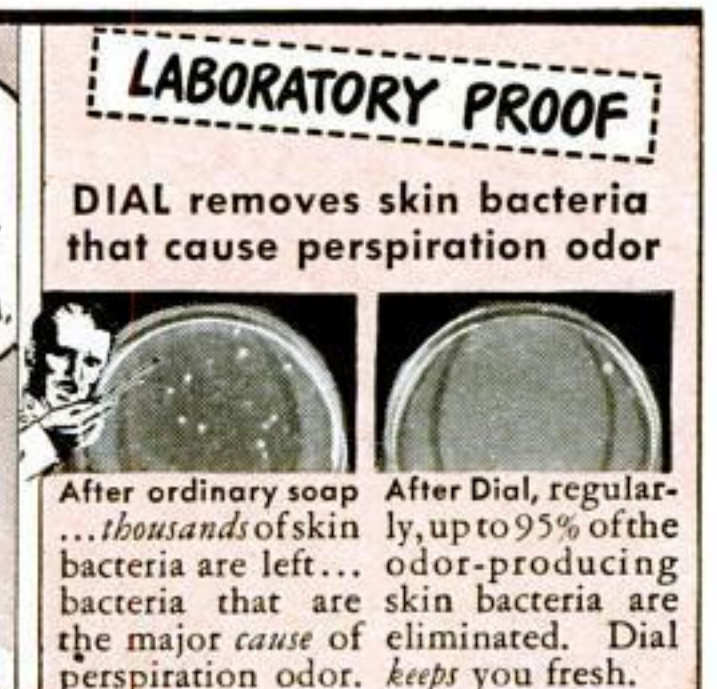
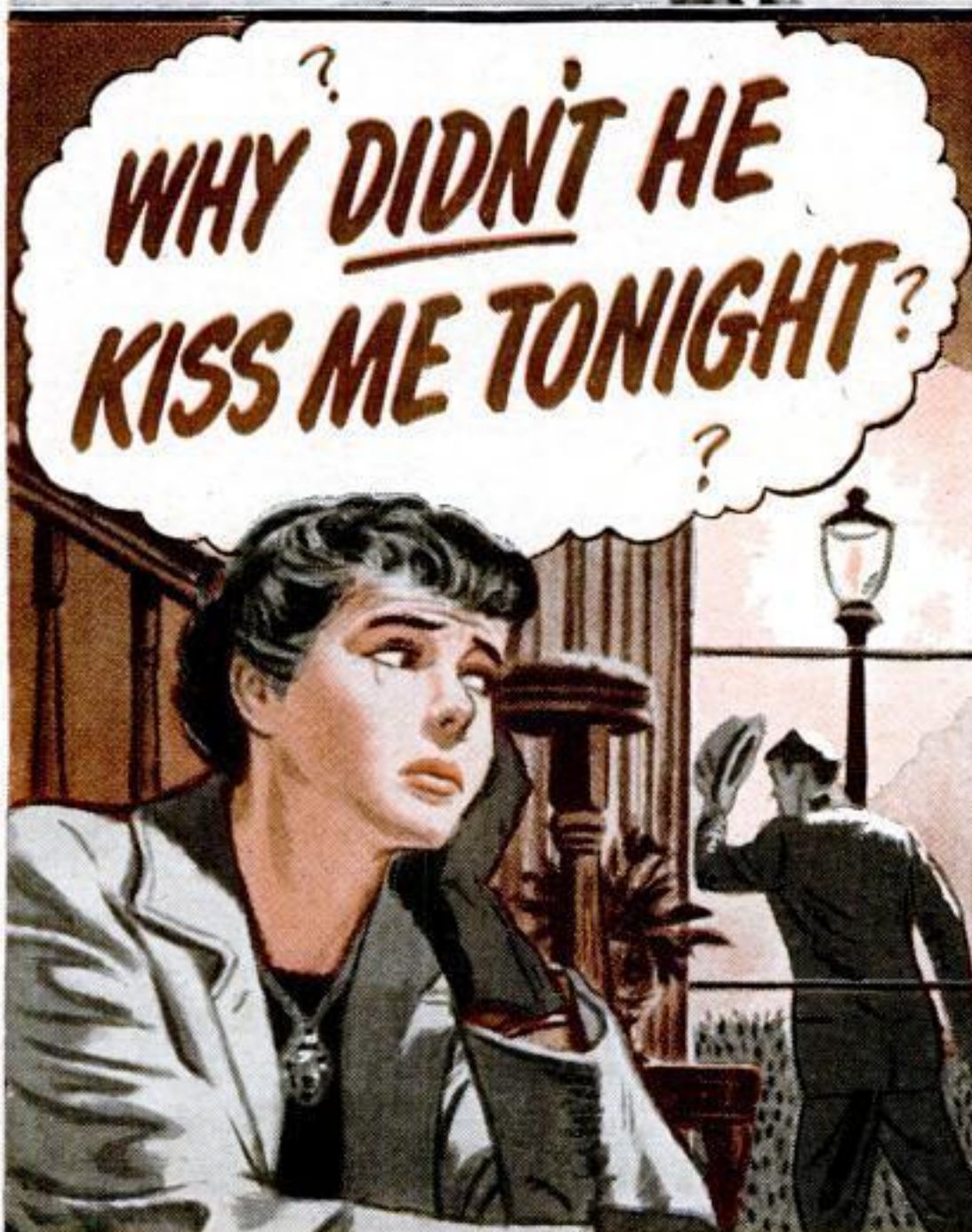
Dial not only promises you complete over-all freshness round the clock—Dial guarantees it! For Dial with odorless AT-7 removes the major cause of perspiration odor—doesn't merely "cover-up." AT-7 is the only ingredient known to keep its antiseptic power effective in soap. Dial does *not* stop healthful perspiration but *does* stop odor, so your clothes stay clean smelling, too. And

Dial smells *good*—not strong, not sissy. It's a light, clean fragrance you'll like.

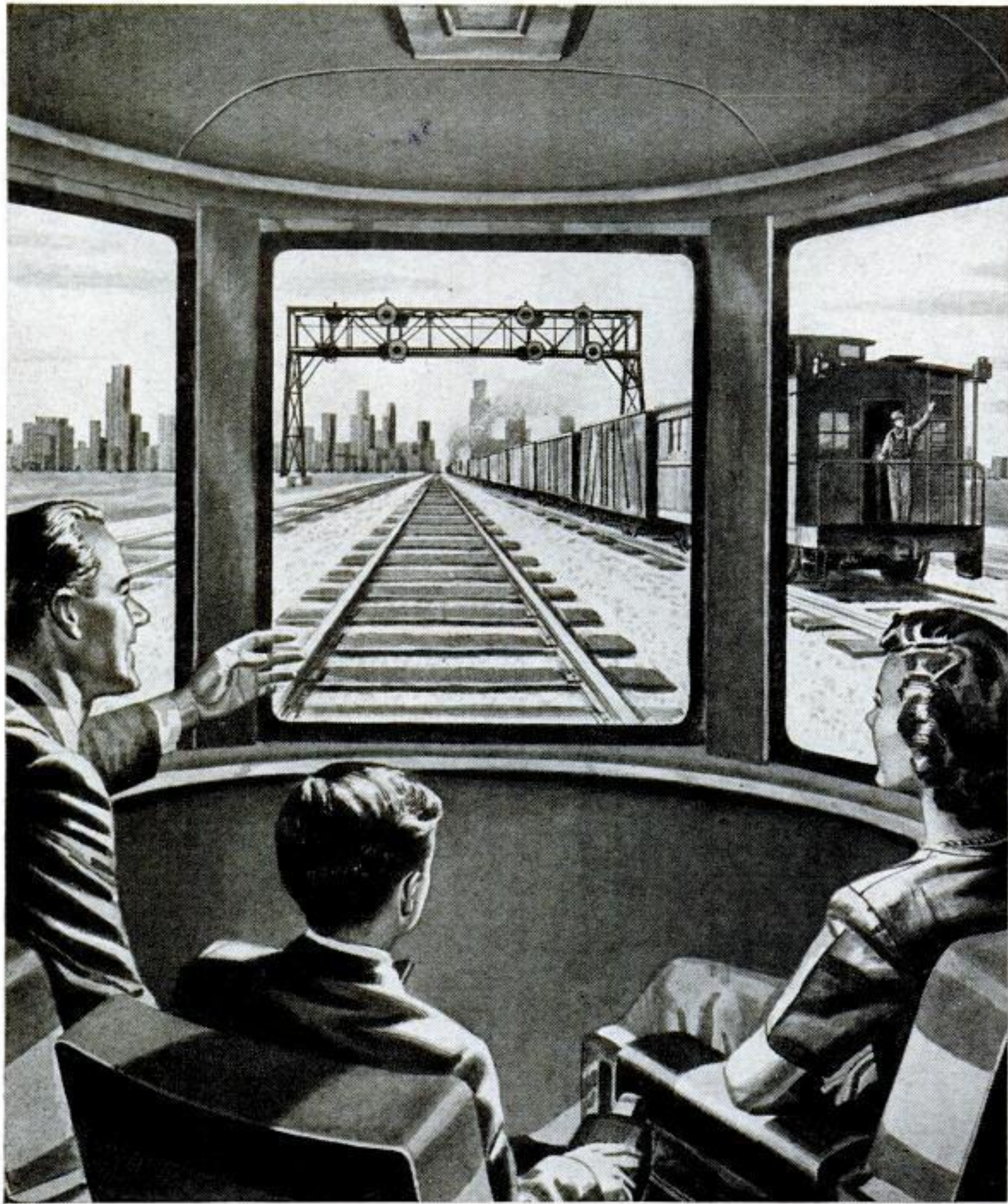
**Complexion protection!** Mild, kind—Dial is rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this *one* soap in the bathroom. And remember, Dial is a large hard-milled bar that lasts a long, long time!

Tune In STARS OVER HOLLYWOOD—CBS Every Saturday

**MONEY-BACK GUARANTEE!** DIAL is unconditionally guaranteed to keep you fresh round the clock. In fact, the more you use DIAL, the longer-lasting freshness you build up. Bathe with DIAL for just 7 days and see for yourself. If you aren't completely satisfied with DIAL deodorant soap, mail the unused portion to Armour and Company, 1355 West 31st Street, Chicago 9, Illinois. The full purchase price will be sent you at once. Never before could any soap make this guarantee.







## There's more to see than meets the eye

Even if you could watch a busy railroad work around the clock, you couldn't begin to see how much railroads actually serve the nation.

Of course, you'd see fleet passenger trains speeding thousands of people to the places they want to go, and you'd see hundreds of freight trains carrying the things we use in our daily lives.

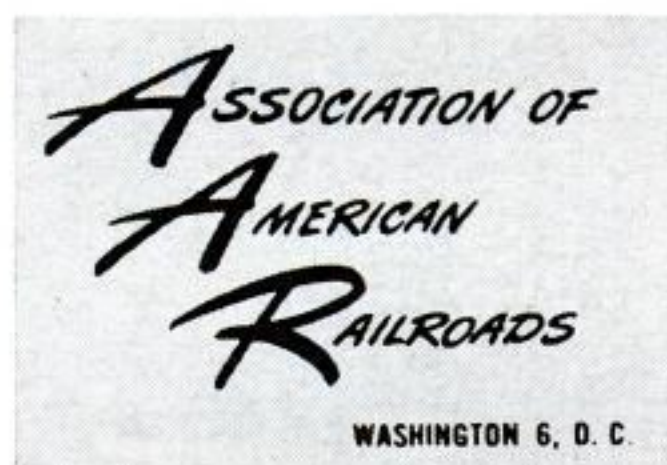
But you wouldn't see, for example, the more than 4½ billion dollars paid last year to 1,325,000 railroad employees who live in towns and cities all over the United States.

You wouldn't see the more than 3 billion dollars that American railroads spent last year for the 100,000 different items of supplies and equipment they need to keep running.

Nor would you see the more than a billion dollars which railroads paid last year in taxes. Rail-

road taxes, like yours, contribute directly to the support of such functions of government as education, police and fire protection, and the courts. Indeed, they also help provide the very highways, waterways, airways and airports without which other forms of commercial transportation could not operate.

These "unseen" contributions to the national economy — plus the essential transportation service which only railroads can render — are the reasons why prosperous railroads are so important to national prosperity.

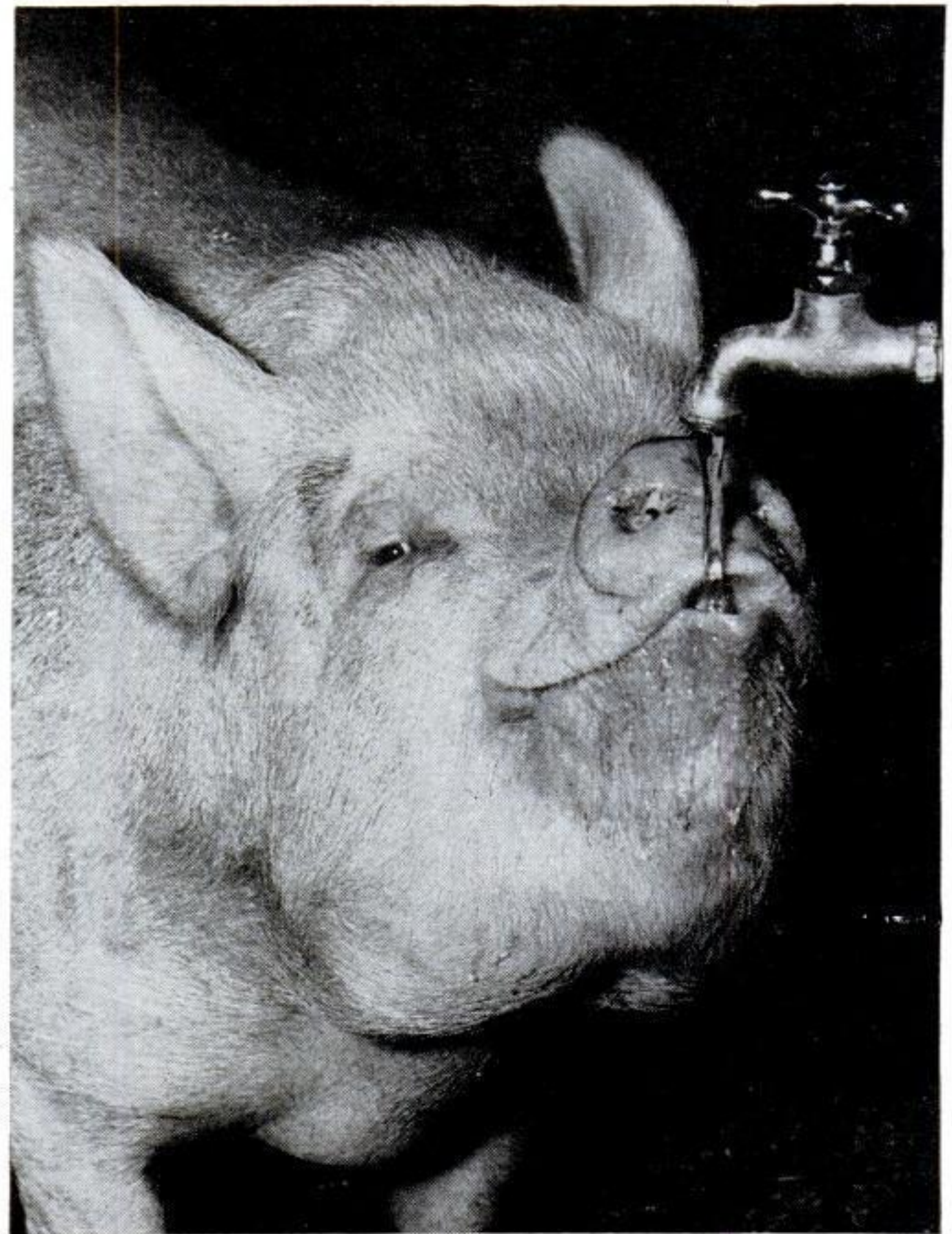


**Announcing THE RAILROAD HOUR**  
Every Monday evening now on the  
National Broadcasting Co. Network.

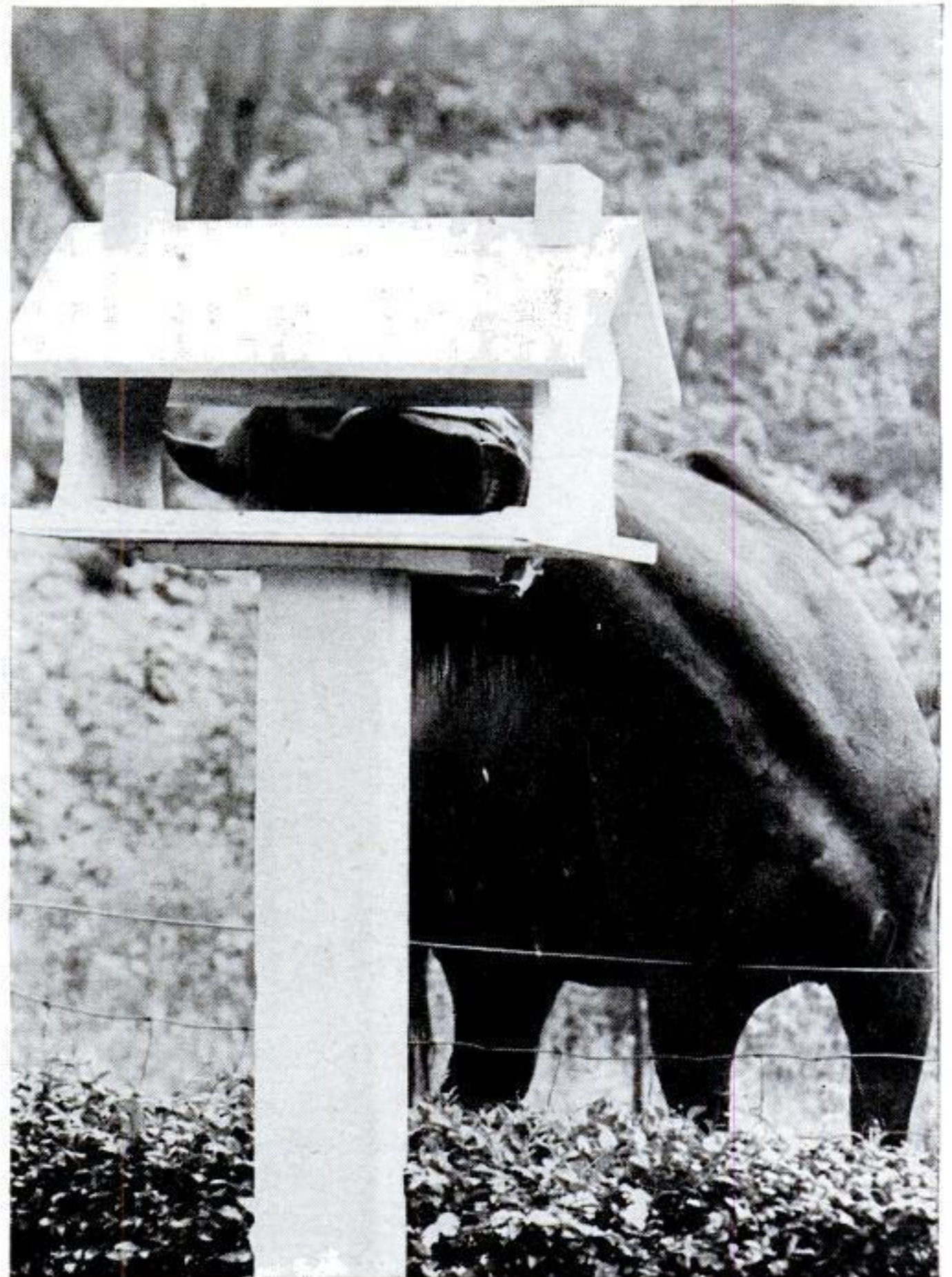


ANIMALS CONTINUED

## BUT SOME ARE UNTROUBLED



**FASTIDIOUS SOW** named Nancy got attention at a Vancouver, B.C. exposition by drinking from tap. When thirsty she calls swineherd by squealing.



**HUNGRY HORSE**, photographed in act of stealing bread from bird feeder at Madeira, Ohio, might have explained he was just seeking hors d'oeuvres.



Airman  
MODEL  
Z



**GREATEST SHIRT IDEA IN YEARS!** There's not a single button on this shirt! A concealed Talon slide fastener adds speed and convenience. Handy collar snap for better fit—jeweled snap cuffs add a touch of elegance. Lustrous, long-lasting, quality broadcloth, and only **3.95**

AT  
LAST

a business shirt that zips closed!



**CONCEALED TALON ZIPPER**—the world's finest—makes shirt front neat, smooth. No bulging or gaping. No buttons to come off or break, or buttonholes to fray or tear!



**NOT A PULLOVER!** This shirt goes on like any other shirt, thanks to its separating Talon slide fastener. Just mesh the zipper parts at bottom... zip, and you're all set!



**GUARANTEED LAUNDRY PROOF!** The Airman Model Z has been certified washable by the American Institute of Laundering. Irons easily. No long row of buttons to work around!

**Men... here's the most convenient shirt ever made!** Looks great (lies smooth, feels wonderful)!

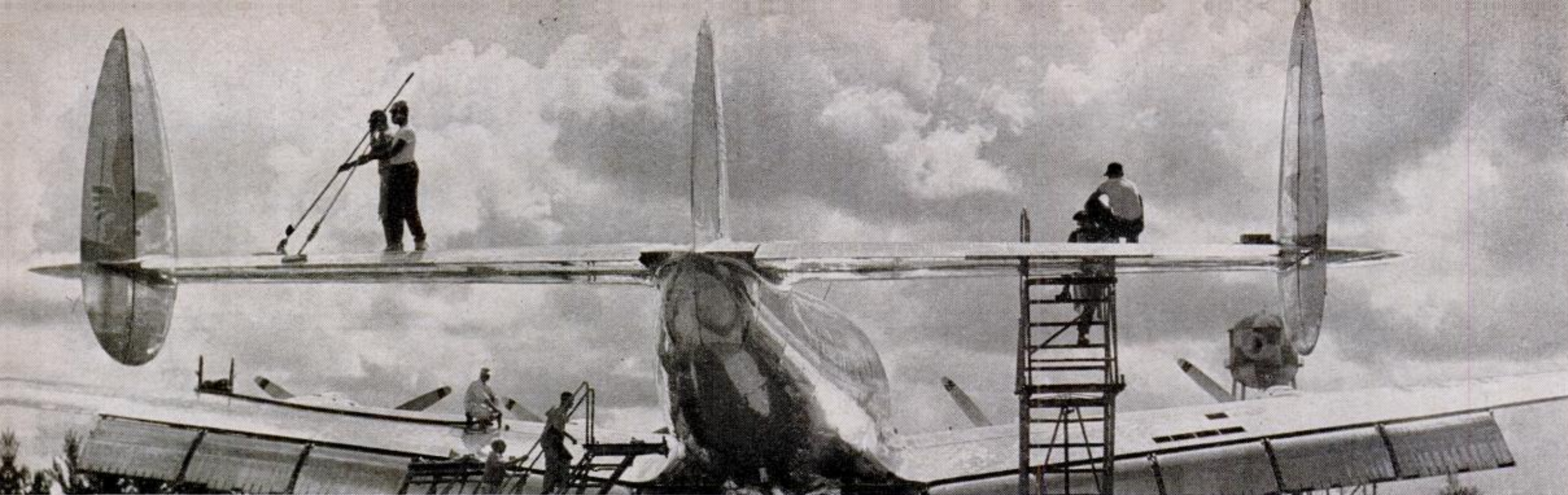
Modern—zips like a flash—with a world-famous, light-weight Talon zipper! And it's certified washable!

Comes in three popular collar styles, in white and smart pastels. Once you try the Airman Model Z, you'll never again be satisfied with an ordinary shirt! On sale at leading department and men's stores from coast to coast. Made by Shirtcraft Company, 350 Fifth Avenue, New York City.

\*Patent pending







OUTDOOR SERVICING OF THE HUGE PLANES AT \$8 MILLION MIAMI BASE DOUBLES ITS CAPACITY, ENABLES EASTERN TO GET MAXIMUM USE OUT OF ITS PLANES

# HOW RICK DOES IT

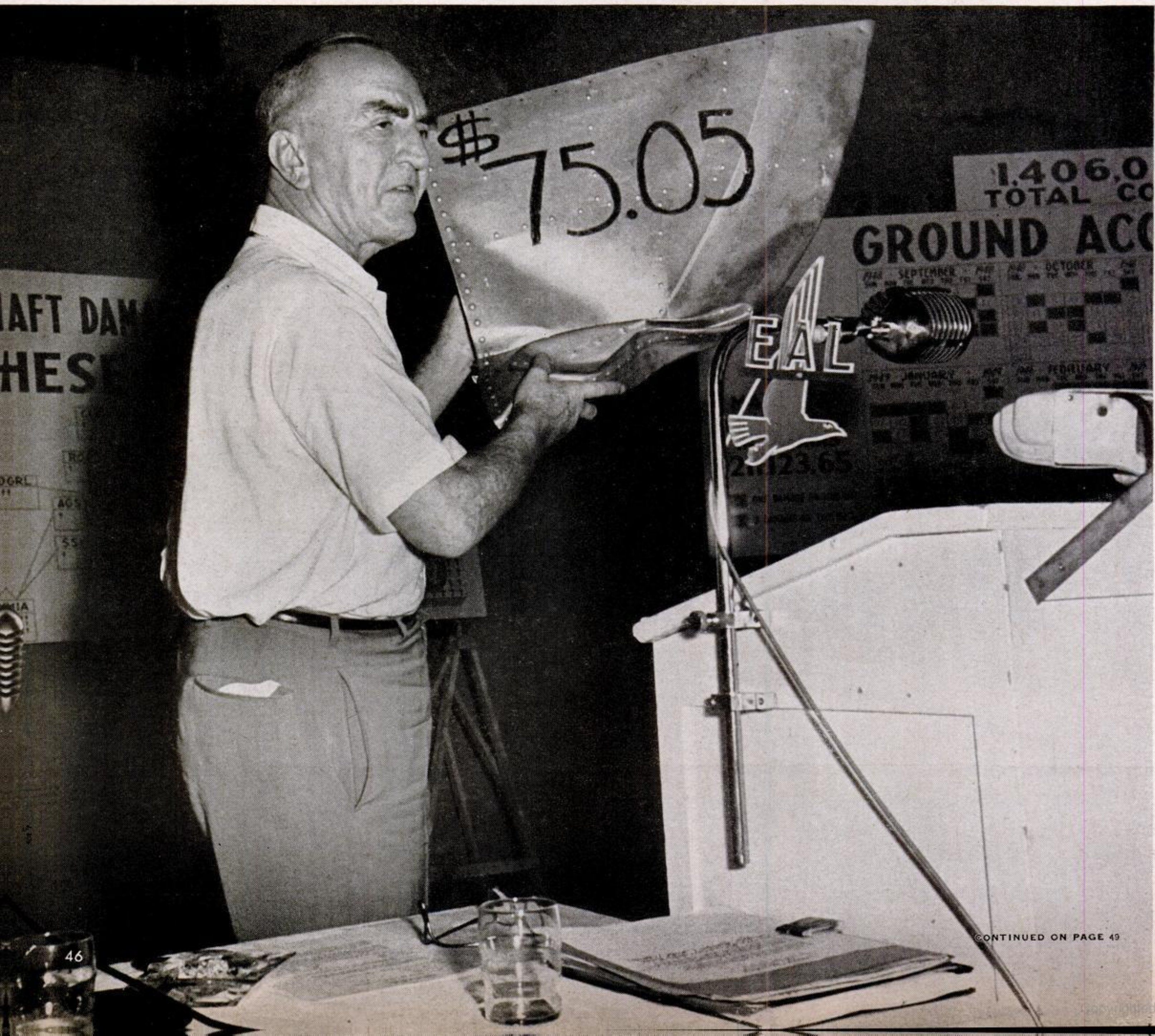
Eastern Air Lines economies show whole industry how to make money

Over the years U.S. airlines have done a consistently good job of flying but a far less consistent job of making money—with one shining exception. It is Eastern Air Lines, which has made a profit every year since it began in 1938. As a result, other lines have been looking at Eastern's operating practices and have tended more and more to copy them.

What the other lines see chiefly in Eastern is the burningly frugal man shown below in characteristic pose: Captain Edward V. Rickenbacker.

"Rick's" profit formula is simple: spend freely to maintain planes and safety, stimulate sales (*next page*), pinch pennies ruthlessly on administrative costs by barring high salaries (he pays himself a modest \$35,000 a year as president and general manager), luxurious ticket offices, excess personnel. This year, practicing Rickenbacker-like austerity, 10 major airlines showed a pleasant \$11.3 million profit before taxes for the first half. Even so Eastern's share, \$4.8 million, was still biggest.

A STERN RICKENBACKER CONFRONTS MIAMI MEETING OF STATION MANAGERS WITH A PRICE-TAGGED TAIL PANEL CARELESSLY DAMAGED BY A BAGGAGE TRUCK



CONTINUED ON PAGE 49





OBVIOUSLY... PERFECT TASTE

Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES

THIS WHISKY IS SIX YEARS OLD—86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, N. Y.





# IF IT'S FLAVOR YOU'RE HUNTING **Hunt-** for the best



## Recipe for Shepherd's Pie

Mother, herd your hungry flock together and just see how they gobble up this delicious Shepherd's Pie. It's a downright thrifty dish, made with leftovers—and Hunt's Tomato Sauce for rich, savory flavor:

- 2 cups diced cooked meat
- 1½ cups cooked left-over carrots
- 1½ cups cooked left-over string beans
- 2 cans HUNT'S TOMATO SAUCE
- ½ cup left-over gravy ½ tsp. salt
- 2 tsp. Worcestershire Sauce
- 3 boiled potatoes, thickly sliced
- Melted butter or margarine

Mix all ingredients but potatoes and butter or margarine. Place in greased casserole. Brush potato slices with butter or margarine. Arrange in overlapping layer around edge of casserole. Bake in moderate oven (375°F) 30 minutes or until mixture is heated through and potatoes are lightly browned. Makes 4 to 5 servings.

Hunt's Tomato Sauce is pure, rich tomato—Kettle-simmered with fine seasonings and spice. No starchy fillers! Yet it costs you but a few cents—much less than a can of soup. Simply cook it into your favorite recipes: meat loaf, stew, soups, casseroles, spaghetti, sauces. Get some now! Hunt Foods, Inc., Los Angeles.



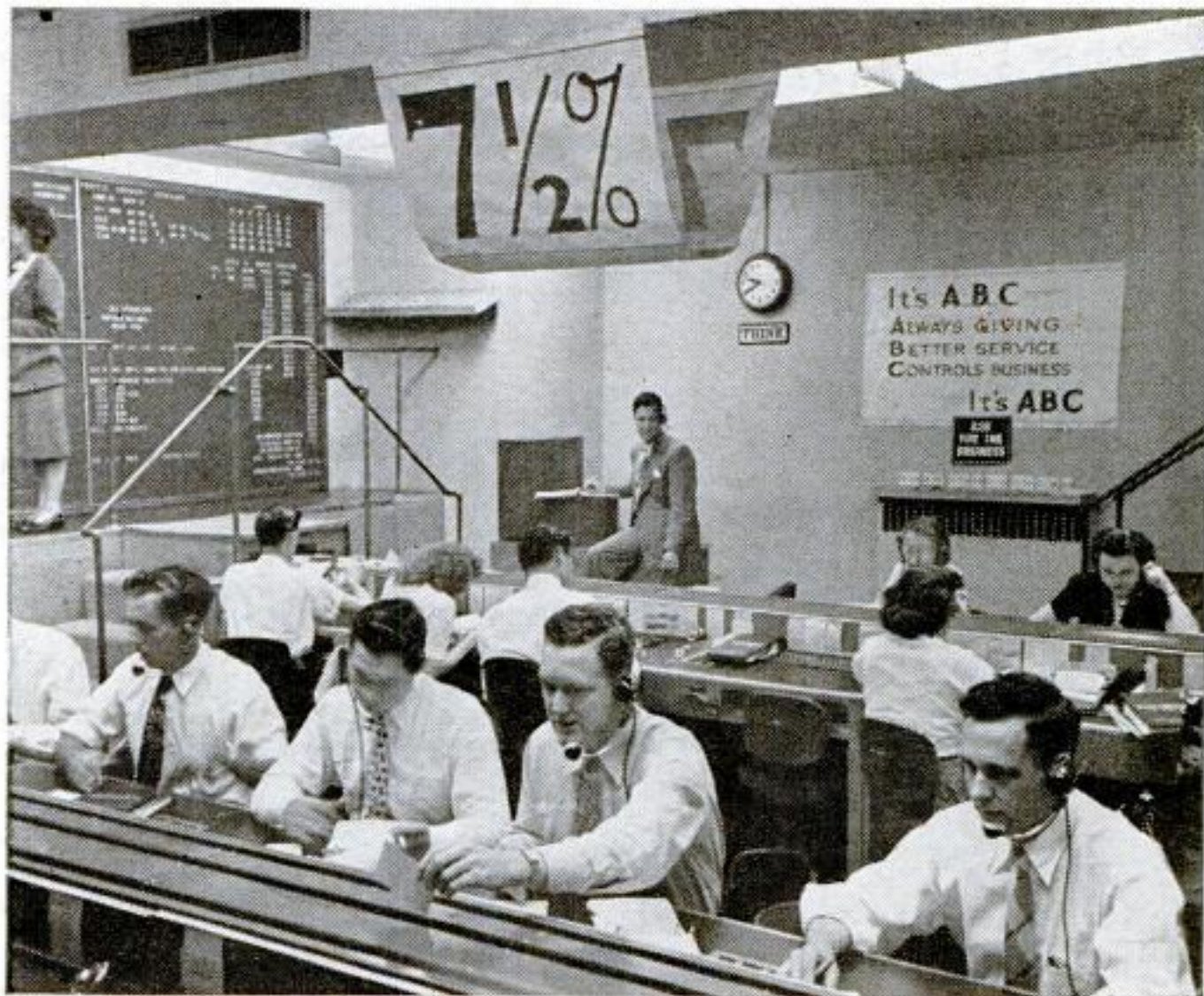
America's finest-flavored tomato sauce...  
because it's KETTLE-SIMMERED

For breakfast or dessert



Hunt's Heavenly Peaches  
at down-to-earth prices





**SIGNS** constantly remind the sales agents of possible profits. The big 7½% in the Atlanta office indicates Eastern's commission for selling overseas tickets.



**SPEEDPAK**, used only by Eastern in the U.S., is separate cargo carrier which clips to Constellation belly. It can be dropped and unloaded in seven minutes.



**STEWARDS** are Eastern trademark. Unlike hostesses, who usually leave to get married, stewards stay with company for years, sometimes become pilots.

CONTINUED ON NEXT PAGE

Prices F.O.B. Louisville



Drop Leaf Table \$54.75

Tier Table \$31.75

Dough Box End Table \$28.25



## Vintage Maple FOR

### TODAY'S BRIGHTER DINING

**Y**OU'LL BE SO PROUD to entertain in your lovely Willett dining room. It is designed for cheerful meals, for you, today—but it has the character, the grace, the charm of rare Vintage Americana.

Even the wood is vintage quality, solid hard maple—aged and seasoned until it is exactly the right degree of workableness to capture forever the cabinetmaker's inspired handicrafting.

See your Willett dealer soon. You'll fall in love with the furniture and be very, very agreeably surprised at how well it fits into your budget. The whole room as illustrated, for instance, costs only about \$565 and individual pieces (from open stock) are proportionately low priced.



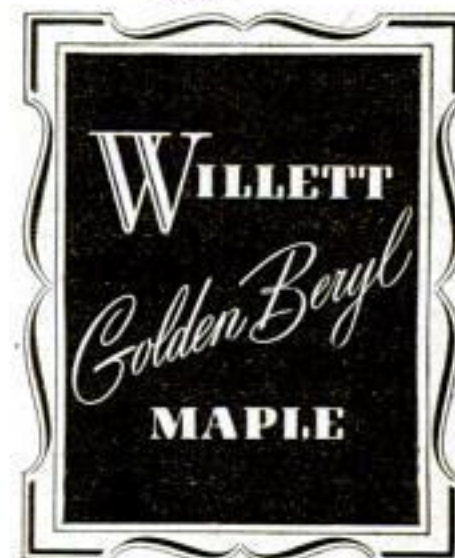
*America's largest maker of solid maple and cherry furniture for living room, bedroom, dining room*



Windsor Chair \$36.00



China Cupboard \$146.00



CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY



3 wondrous ways to enjoy

*Arrow*

**BLACKBERRY  
FLAVORED  
BRANDY**



1

*Arrow Blackberry Flavored Brandy—delicious straight*

2

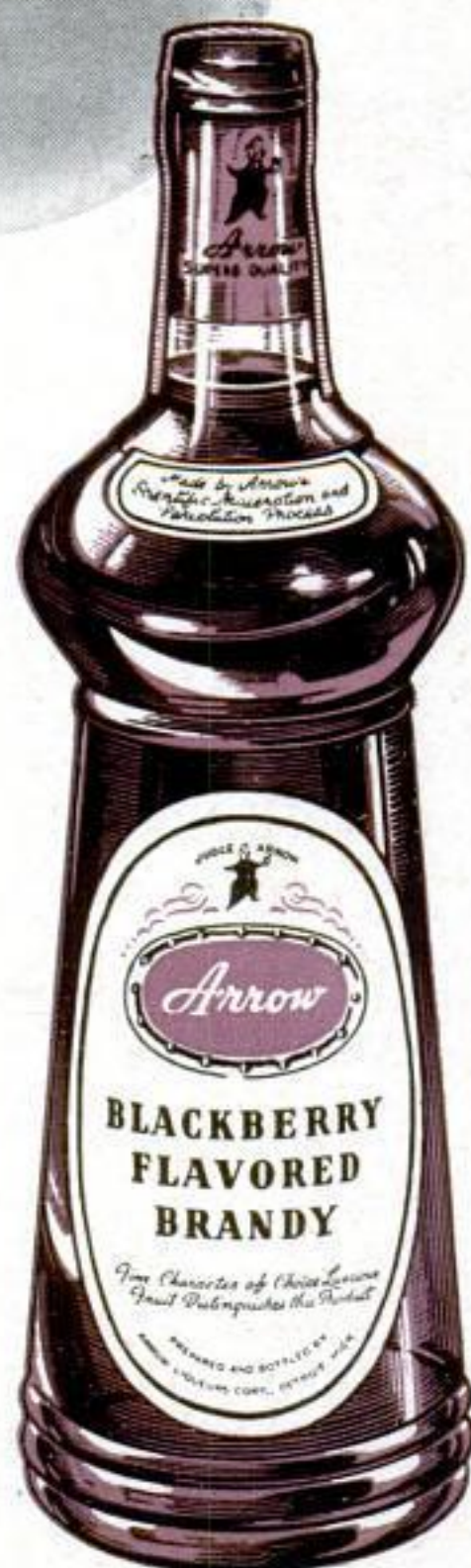
*...It makes a smooth, inviting cocktail—*

*(2/3 part Blackberry Flavored Brandy, 1/3 part cream. Shake in shaved ice, strain into Cocktail glass.)*

3

*...And it is always popular as a highball*

*(In long glass put 2 cubes ice, one jigger Blackberry Flavored Brandy. Fill with seltzer water or Ginger Ale.)*



ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN • 70 PROOF

Rick's Airline CONTINUED

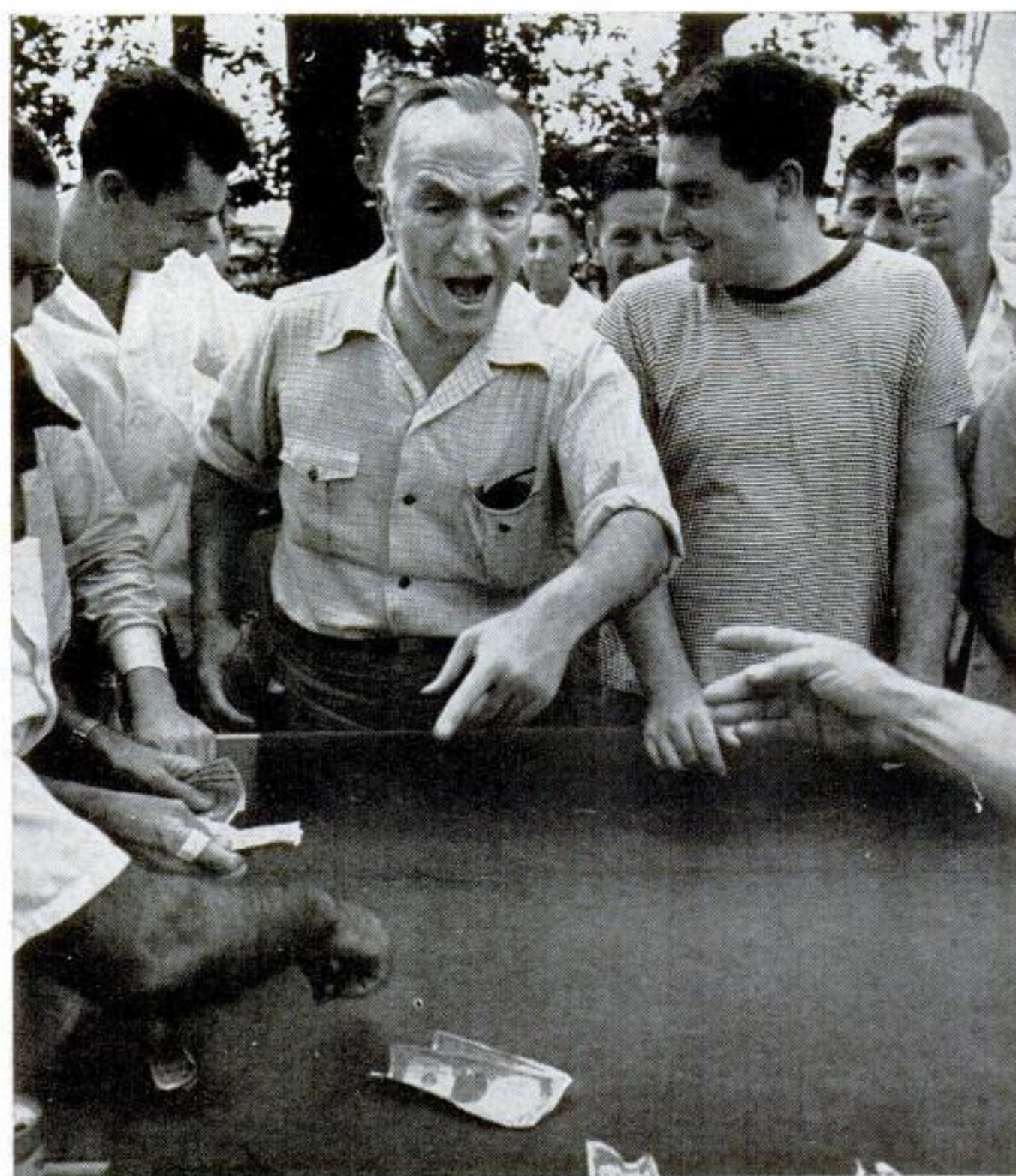


**UNDER THE BOSS' EYE** manager of Spartanburg station paints a cart, one of tasks that befall E.A.L. executives with economically few assistants.

## HE RUNS LINE FROM A BRIEFCASE

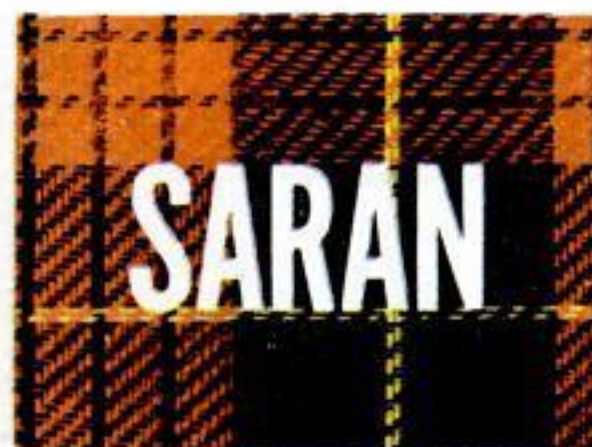
"The ideal airline executive," said the advertising manager of a competing airline, "would be Captain Rickenbacker minus his eccentricities." But the Captain's eccentricities have a lot to do with Eastern's success. A roaring extrovert, he enjoys shooting crap at a mechanics' picnic or overseeing the manager of a small station (*above*). He runs the airline from his briefcase as he rides endlessly and unheralded over his 85-city route like a hawk-nosed circuit court judge dispensing advice in picturesque language. Because of this all Eastern's 8,000 employees expect to see "Captain Eddie" at any moment and work accordingly.

Captain Eddie readily takes advantage of his status as a national figure to keep his airline in the news and to sound off with gusto on his pet hates: wasting money, airmail subsidies, nonscheduled airlines, the transportation tax; and on his pet affections: free enterprise, air travel, the 60-passenger New-Type Constellation, of which E.A.L. now has 16 with four more on order, and the new South, where Eastern has 52 stations. Today, convinced that the scheduled airlines are on the verge of their biggest boom, he issued this piece of unsolicited advice to the railroads: get out of the passenger business for all trips over 200 miles.



**RICK LOSES MONEY** at an E.A.L. mechanics' picnic in Miami. In spite of his business acumen, the mechanics generally clean him out quickly at parties.



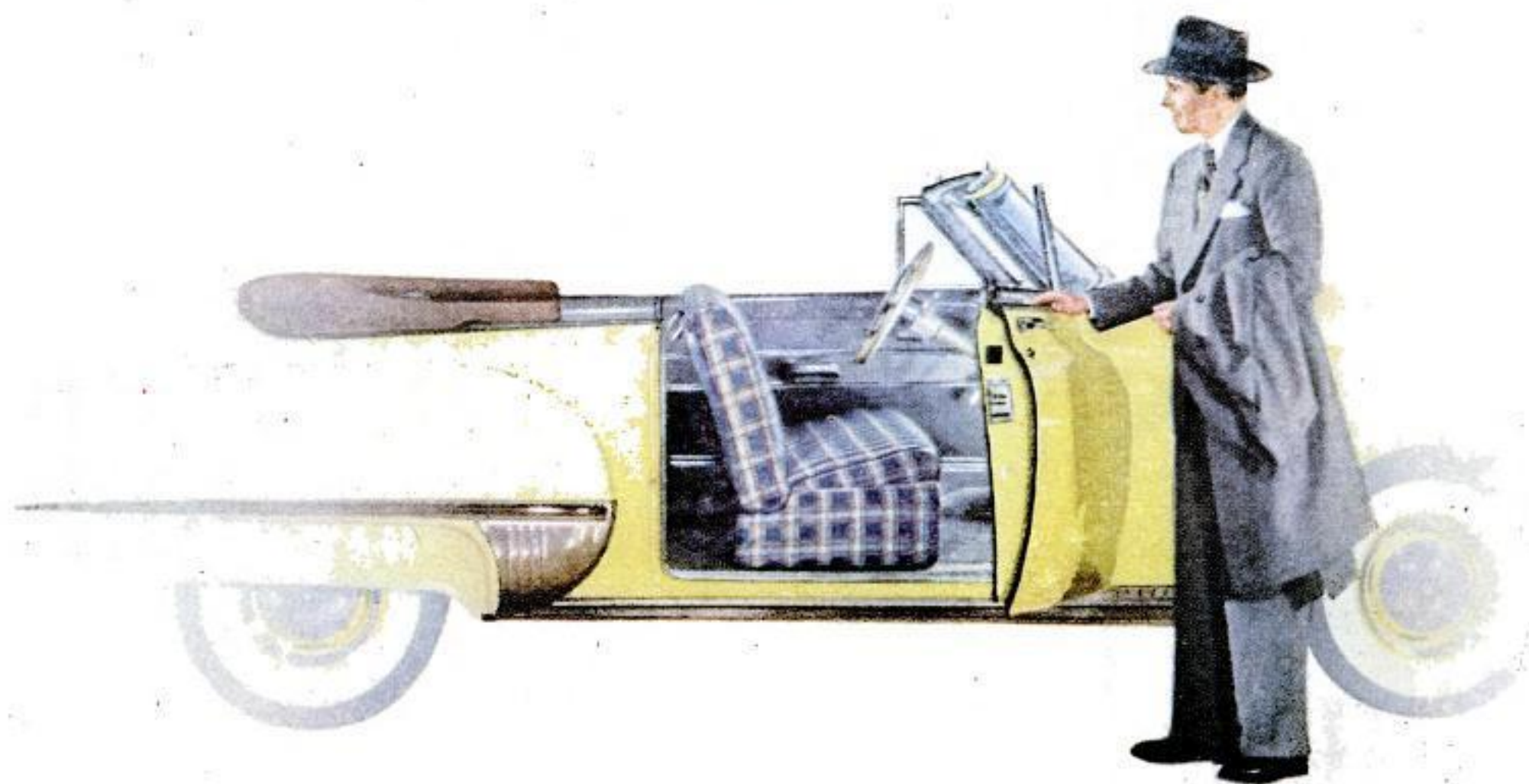


gentlemen  
be seated!

it's



for auto seat covers!



Gentlemen be seated . . . in style, in comfort and on saran—the best in auto seat covering.

The smooth beauty of saran's gay colors and patterns pleases the new owner of these superb seat covers. But as years pass, owners marvel at the excellent wearing quality of saran—its ability to resist scuffing and rugged wear. They realize the full significance of "built-in" color

and they know that it will never wear off, that the smart patterns can be cleaned easily with the mere wipe of a damp cloth.

Dow manufactures only the plastic material from which finished products are produced. See your local custom seat cover manufacturer or accessory dealer today and find out . . . that saran rates tops for longer wear and lasting beauty.

THE DOW CHEMICAL COMPANY • Plastics Division SF-6 • MIDLAND, MICHIGAN



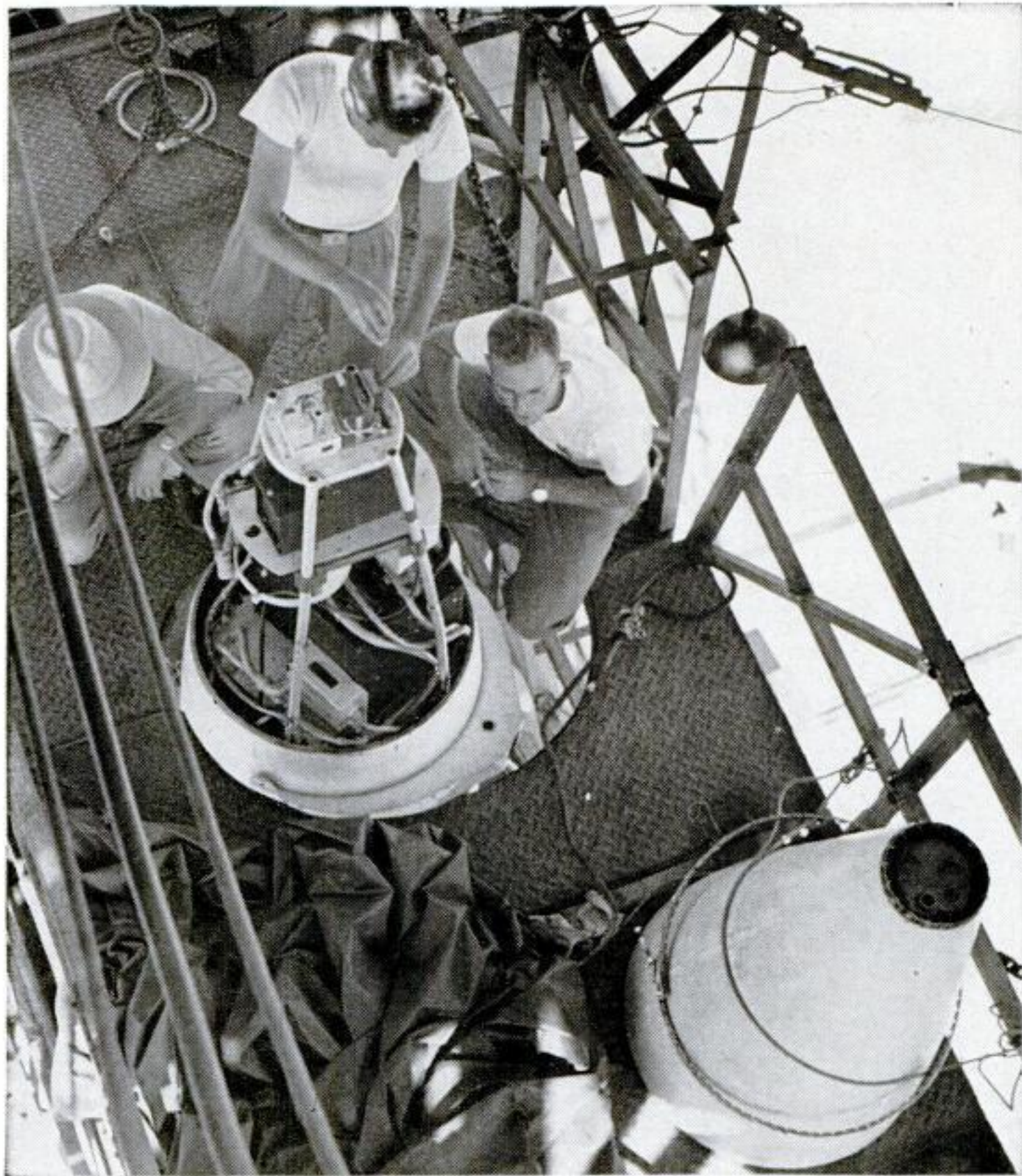




ROCKET TRAVELS ONLY 28 FEET IN 1.2 SECONDS AT START (BELOW), BUT IT QUICKLY GATHERS SPEED (ABOVE) AND COVERS 150 FEET IN THE NEXT TWO SECONDS





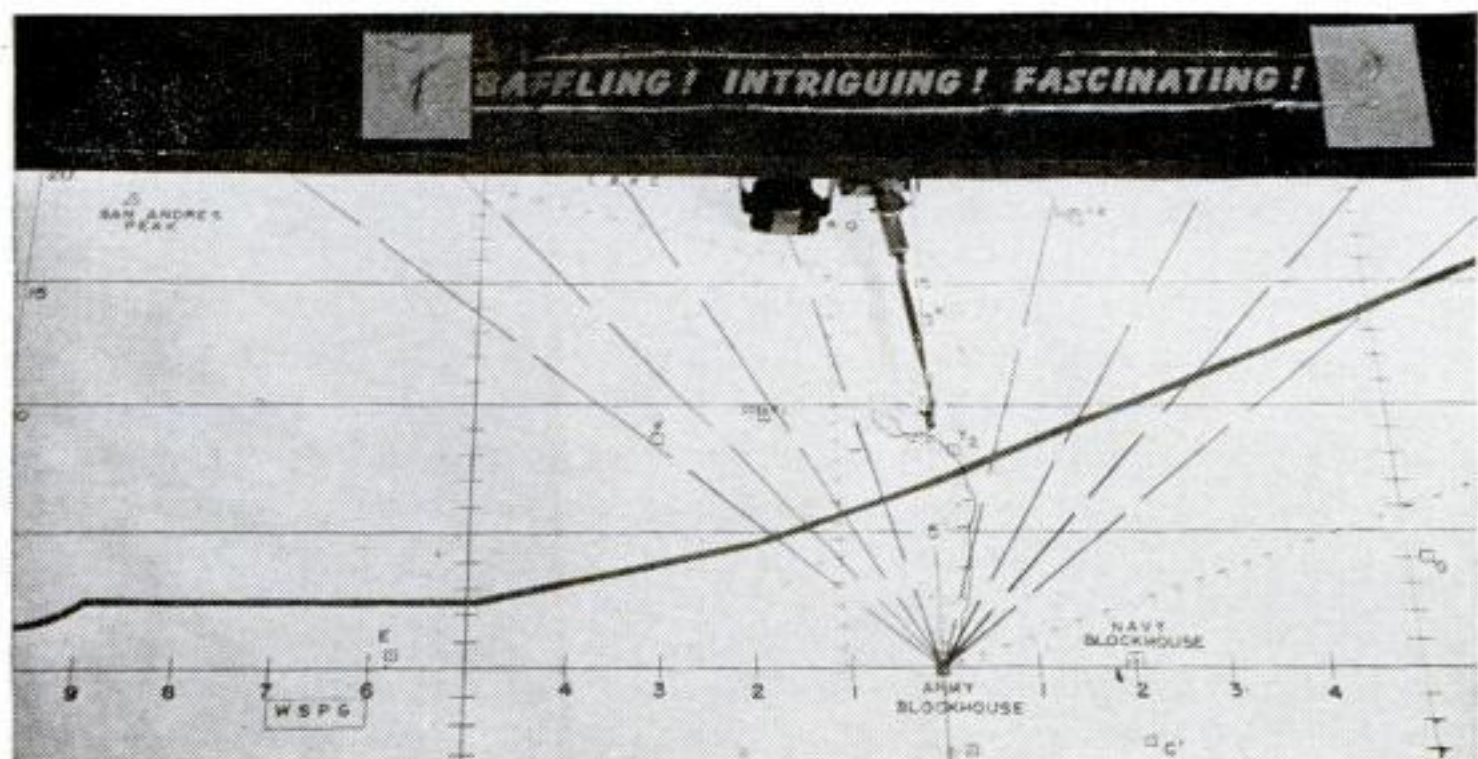


**ROCKET NOSE** is laid aside (above, right) and technicians make final tests of the telemetering equipment which will radio details of rocket's flight back to the ground.

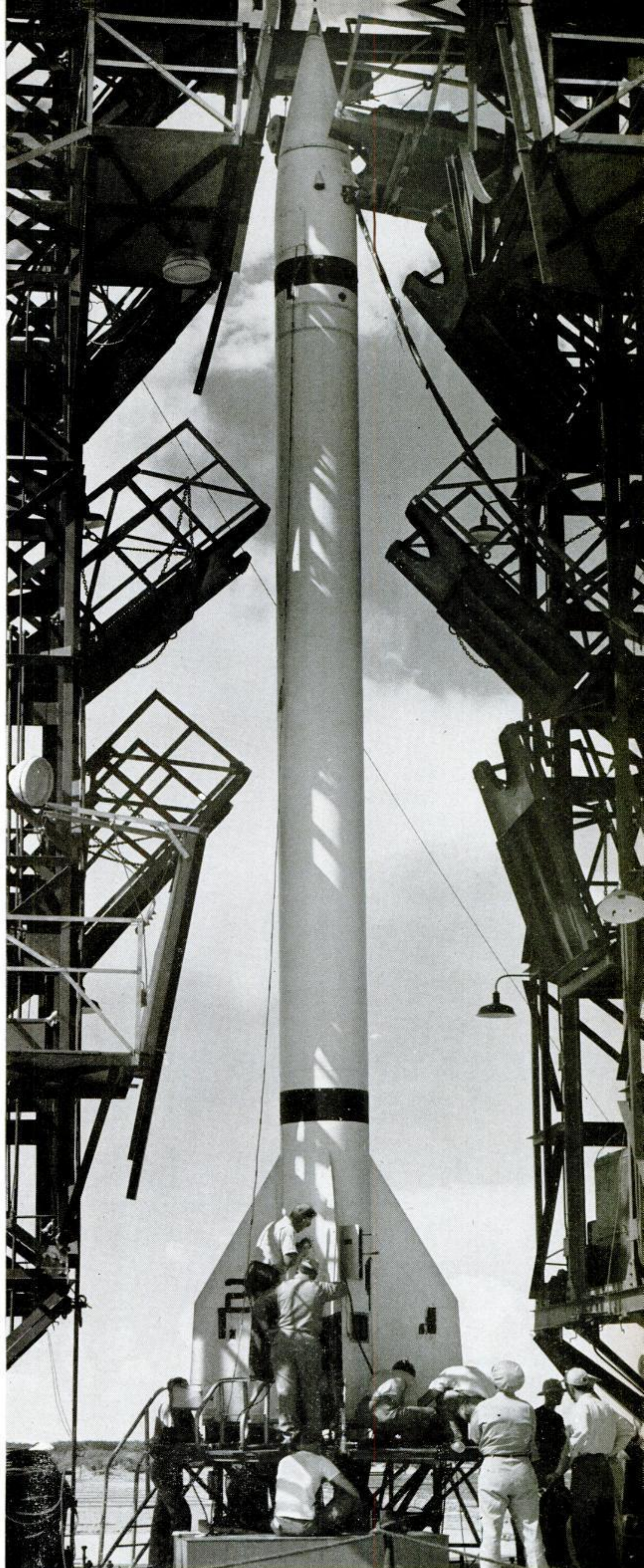
# THE VIKING'S FLIGHT

**It ends 33 miles in air because of power failure but U.S. Navy gets data to perfect future rockets**

Last month the Navy launched the second of the series of 10 Viking rockets through which it hopes to give the U.S. supremacy in the field of guided missiles. *Viking II* got off to a good start (opposite page) at White Sands Proving Ground, N. Mex. But after reaching 1,775 mph at 10½ miles, the alcohol-liquid oxygen power system failed and the rocket coasted up a mere 33 miles—18½ miles short of the height reached last May by *Viking I*—before heading back to the earth. But the venture was not a failure, for the sensitive equipment in the rocket's nose (above) radioed performance details such as fuel consumption, acceleration and skin temperature back to the ground for use in building *Viking III*, scheduled to be launched next February. When the complex propulsion mechanism of the Vikings is perfected and they reach the hoped-for altitude of 200 miles, the nose instruments will be designed to collect data on the upper atmosphere. Unless a great deal more is learned about high altitude pressures, solar radiation and charged particles as they affect performance, the long-range rocket may remain an unguided missile.



**ELECTRONIC COMPUTER** is all staff's sign says it is. It predicts where rocket will land if fuel is cut off in flight. When engine stopped, small tracing pen (above) pointed to exact spot 8½ miles north of firing point where rocket actually did land.



**FINAL CHECK** is made when 45-foot-high rocket is in firing position and handling crane, from which technicians have easy access to any part of the rocket, is about to be moved away. *Viking II* took more than three years to develop and cost \$300,000.




The first question to ask  
when you buy a new type record...



Columbia Long Playing Records give you  
up to 50 minutes of music on one record  
... uninterrupted music at its finest!

Ask for the records that give up to six times more music... the full-sized 10- and 12-inch Columbia LP Records.

 Great musical works complete on one record... no interrupted movements! Hear great music as the composer wrote it... in its natural length. Natural tone, too... free from distortion and surface noise... brilliantly clear... the ultimate in fidelity! Choose more enjoyable uninterrupted music from America's largest catalog of long-playing records.



Up to 4 hours of continuous music! Load your LP changer once an evening instead of once an hour! Then enjoy whole shows such as "Miss Liberty," "South Pacific" and "Kiss Me, Kate"... concerts by Andre Kostelanetz, Morton Gould... each complete on one record!





Dance programs with the greatest hits of all time! Dance the evening through with Harry James, Frankie Carle, Kay Kyser, Gene Krupa! Hear collections of Frank Sinatra, Dinah Shore, Xavier Cugat, Eddy Duchin and other stars. Get latest single hits on Columbia's new 7-inch Microgroove records.

LP saves you important money. Savings on Columbia LP Records quickly pay for the new, smart Columbia Player Attachment that plays LP records through your present radio, phonograph or television set. Then... all the music you want costs you less on LP. Ask your dealer today to demonstrate the amazing quality of reproduction you'll enjoy with a Columbia Player Attachment!

**COLUMBIA  RECORDS**

LP THE NEW STANDARD OF RECORD PERFECTION

\*Columbia" and  Trade Marks Reg. U. S. Pat. Off. Marcas Registradas  Trade Mark





THIS IS WHAT DECORATORS STARTED WITH: BARREN ROOM, COUPLE IN UNDERCLOTHES

# Three Decorators

Each adorns a bare room to show best in U.S. interior design

Over the last two years the nation's 8,000 interior decorators have done an average yearly business of \$150 million—more than ever before—choosing colors and designing furniture for the comparatively few U.S. homeowners who can afford to employ them. The styles which they establish will eventually help determine what the average homeowner buys at his local furniture store.

To see what this growing profession was up to, LIFE constructed a barren room (above) in New York City's Pagano studios and asked three top-flight decorators (below) to take turns transforming it into the best living room they could design. They were allowed

to use whatever materials they needed, regardless of cost. So their rooms would be in complete harmony, they also supervised the dressing of the room's occupants.

LIFE's three decorators—Nancy McClelland, William Pahlmann and T. H. Robsjohn-Gibbings—were chosen because their methods differ markedly and show the variety of styles which U.S. decorators use. Miss McClelland specializes in traditional furniture; Pahlmann often blends ideas to suit the personality of his client, and Robsjohn-Gibbings has developed a distinctive modern style. Their separate solutions to the same assignment are shown on the next six pages.



NANCY McCLELLAND



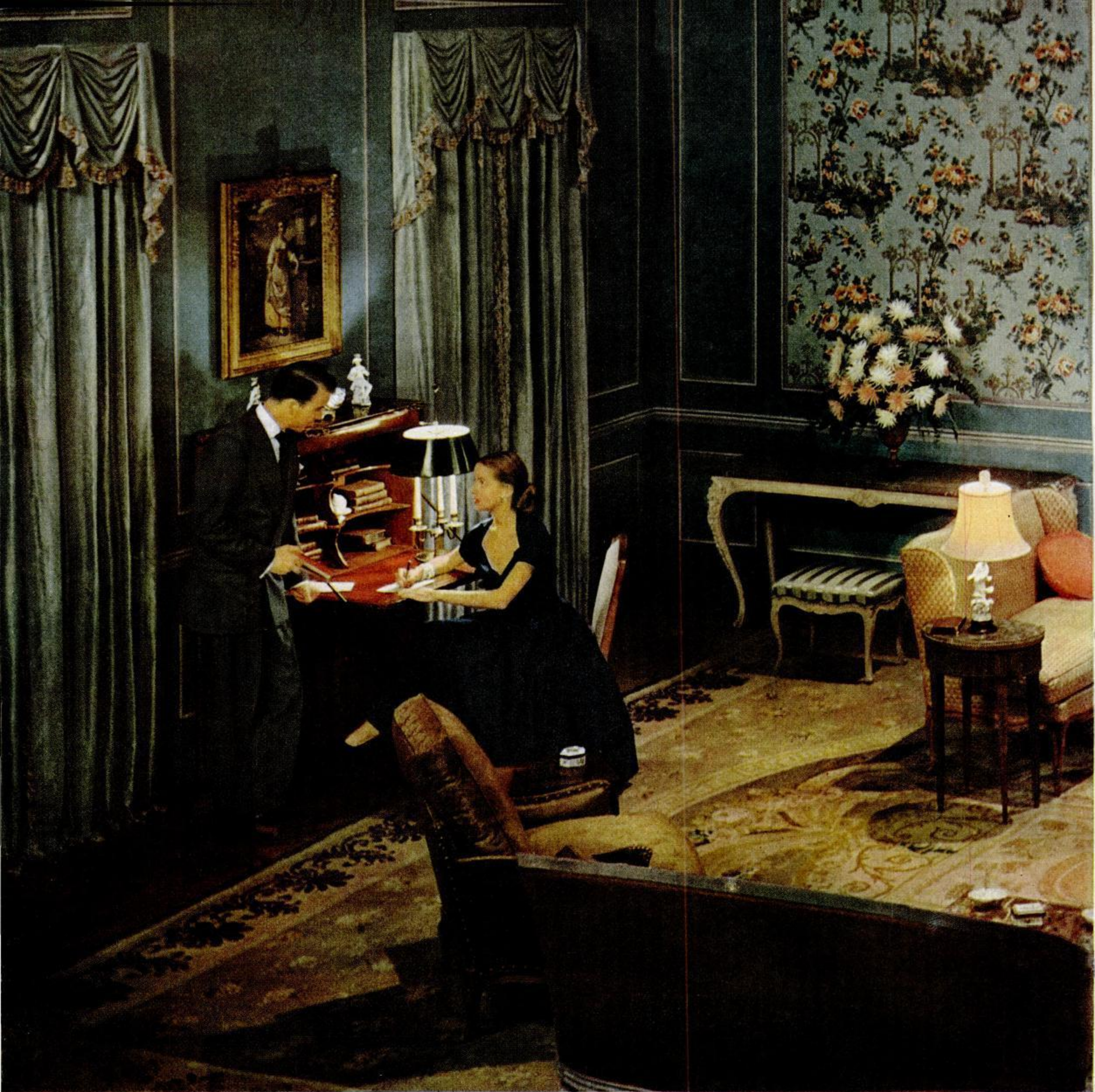
WILLIAM PAHLMANN



ROBSJOHN-GIBBINGS

CONTINUED ON NEXT PAGE





IMPORTED ANTIQUES are arranged in a modern version of old French drawing room. Draperies

at left are taffeta. Rug is an Aubusson worth \$8,000. Tables flanking the marbleized fireplace have real

# Nancy V. McClelland

Antiques, tradition  
mark her rich style

Nancy McClelland, a highly successful interior decorator for 27 years, still uses the same ingredients which were in vogue when she first went into business: antiques. Famous for her expert knowledge of old wallpaper, she has it reproduced for use now from early French and American patterns. Every three years she takes time off from her regular work to repaper the rooms of historic Mt. Vernon when grimy tourist handprints need to be covered up.

The room shown here is typical of her work. Elegant and sedate, it is filled with her favorite furniture—fine old French pieces which are among the rarest and most expensive of all antiques. The wallpaper, in this case a copy of a

French 18th Century design called *Les Amours*, is framed on the walls in big panels like a series of fine paintings. It is used by Miss McClelland as the basis for the color scheme of the entire room. Most of the furnishings, which are worth approximately \$40,000, date back to the time of Louis XV. They include a pair of regence settees before the fireplace, an inlaid mahogany card table (*right foreground, above*), two big iron console tables and a mirror so large for its time that it had to be made from two pieces of glass. The only difference between this room and a real 18th Century drawing room, says Miss McClelland, is that her version is informal enough to be comfortable for everyday living.





marble tops. The picture below shows wall opposite fireplace. Couch under portrait is Louis XVI. Other

furniture is from Louis XV era, which was noted for its use of curved lines and luxurious upholstery.

AUBUSSON RUG FROM OHAN BERBERYAN  
DESK FROM JOSEPHINE HOWELL. DRESS BY OMAR KIAM  
CONSOLE TABLES FROM FRENCH & CO., INC.

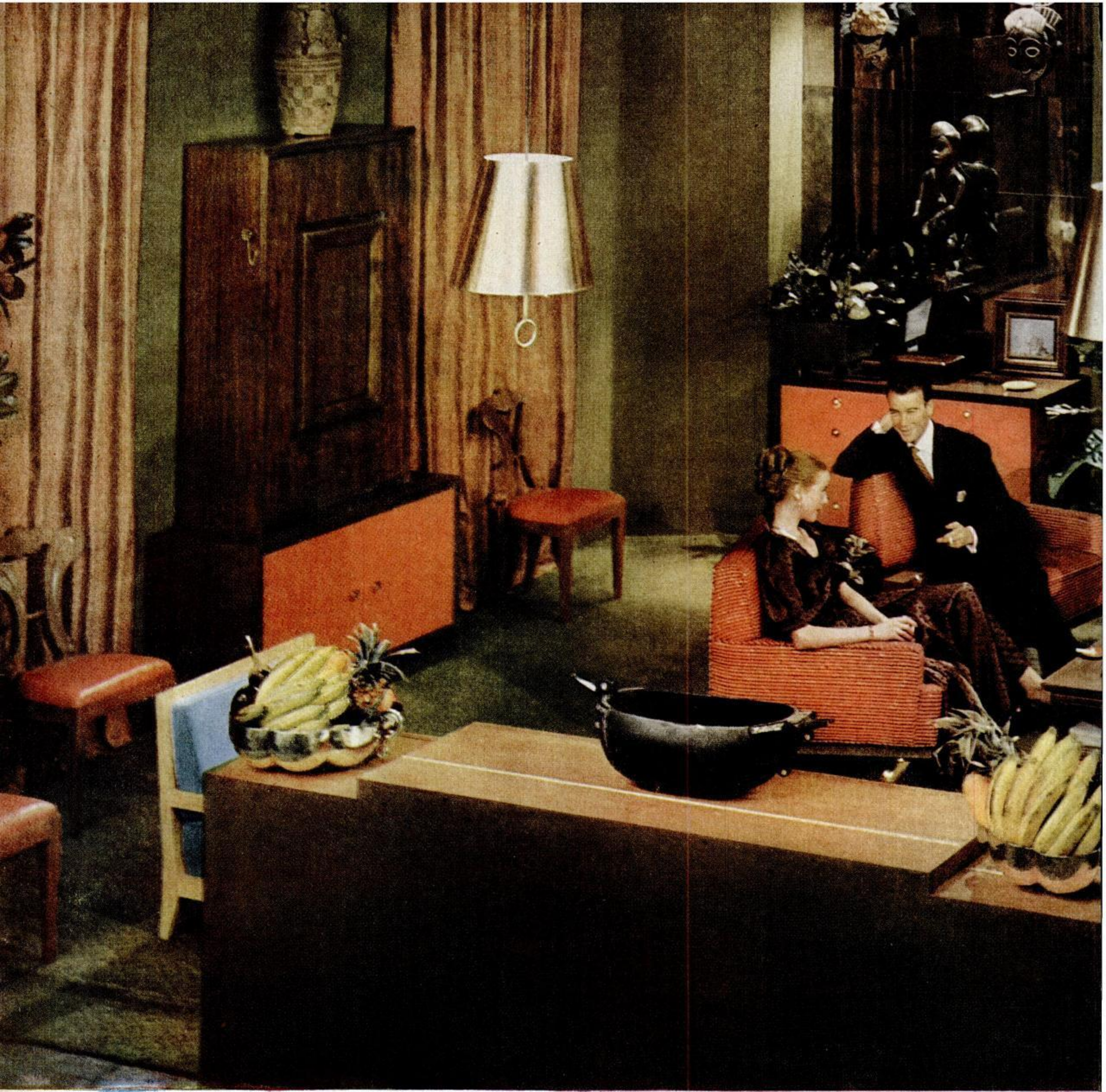


**SECRETARY DESK** is made of fruit wood, has a marble top. Lamp has real candles and a metal shade.

CONTINUED ON NEXT PAGE

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ORNATE STUDIO APARTMENT has ceiling lamps which can be raised or lowered on pulleys. Coffee

table has removable well in center for flowers or cocktail equipment. At left between the windows is

# William Pahlmann

## He mixes style for glitter and variety

As soon as Nancy McClelland's antiques and wallpaper had been removed from LIFE's room, William Pahlmann took over. A wartime camouflage expert, Pahlmann has a New York City studio where he employs 16 assistants to help design lavish department-store showrooms and home interiors. Differing from traditional decorators like Miss McClelland, who stick chiefly to one kind of furniture, Pahlmann prefers to mix different styles and build his rooms around a client's personality and special interests.

The room shown on these pages is a compact version of Pahlmann's own apartment. Shiny and melodramatic, it is crammed full of Pahlmann-designed furniture which he calls "Mo-

mentum." The square coffee table in the center of the room, like the striped metallic-cloth chairs around it, is mounted on big wheels. This makes it possible to rearrange the room in a few seconds for varying numbers of guests or comfortable television viewing. A carpet extends from wall to wall. Chests at either side of the unpolished slate fireplace have big smoked mirrors behind them, which are decorated with authentic African masks and sculpture. The room, which cost \$8,000 to furnish, is also notable for its utility: beds fold out of a mahogany chest, a dining table flops down from a stately cabinet, and only the addition of a kitchenette and bath is needed to make it a complete apartment.





folding dining unit. In picture below, which shows opposite side of the room, is mahogany cabinet con-

taining twin beds which swing out on hinges. Television set at left has panel over screen when not in use.

GULISTAN CARPET  
DRESS BY BONWIT TELLER CUSTOM-MADE DEPT.



DINING UNIT (at far left in top picture) has panel which opens like Murphy bed to make table for four.

CONTINUED ON NEXT PAGE





**BIRCH-PANELED WALL** gives spacious look to room which is free of mirrors and pictures. Couple

relaxes on a silk-covered ottoman bench. Flowers at right are placed on a large block of lacquered birch.

# Robsjohn-Gibbings

His modern room is simple, uncluttered

When T. H. (for Terence Harold) Robsjohn-Gibbings went to work to illustrate his own version of a perfectly decorated living room, he characteristically ruled out bringing along any mirrors, draperies, pictures or big rugs. He covered the windows with a simple basswood shade and left the floors waxed and bare, except for a small horsehide rug (under coffee table, *above*). He covered the fireplace and hearth with slabs of artificial marble and paneled the surrounding wall with big pieces of bleached birch. The furniture he limited to 14 pieces, which he designed himself and had made from expensive walnut. It includes a \$1,000 bridge set, a couch, a silk-covered ottoman, a buffet and a big block

of lacquered natural-finish birch wood. The result is a spacious cool and uncluttered-looking room which contrasts markedly with both Miss McClelland's and Mr. Pahlmann's. Simple as it looks, however, its cost was only slightly less than Pahlmann's: \$7,500.

English-born Robsjohn-Gibbings is famous as a severe and articulate critic of nearly every style of interior decoration but his own. The author of *Mona Lisa's Mustache* and *Goodbye, Mr. Chippendale*, two books which deal sarcastically with modern art and antique collectors, he briskly dismisses the former as "a throwback to the primitive" and asks of the latter, "What the hell do we want with the 18th Century?"





The bridge table, shown in right foreground above and at left in the picture below, has an extending

top. Big cabinet (*below*) is a buffet, and chair beside it is covered with expensive yellow Peruvian linen.

BASSWOOD SHADE FROM THE AEROSHADE CO.  
FURNITURE MADE BY THE WIDDICOMB FURNITURE CO.  
DRESS BY JOHN FREDERICKS, INC.



**BAR COMPARTMENT** folds out of the walnut buffet (*center, in picture at left*), has a steel lining.





The difference in price between a cheap suit and one by Hart Schaffner & Marx might finance an evening's entertainment. But what a doubtful economy! While the cheap suit would be living out its undistinguished life, the one with the Trumpeter® label could be giving you that feeling of comfortable confidence that comes from being really well dressed.



*The gentleman above is wearing the popular Ranch model in Marine Blue, priced at \$69.50.*

# HART SCHAFFNER & MARX®

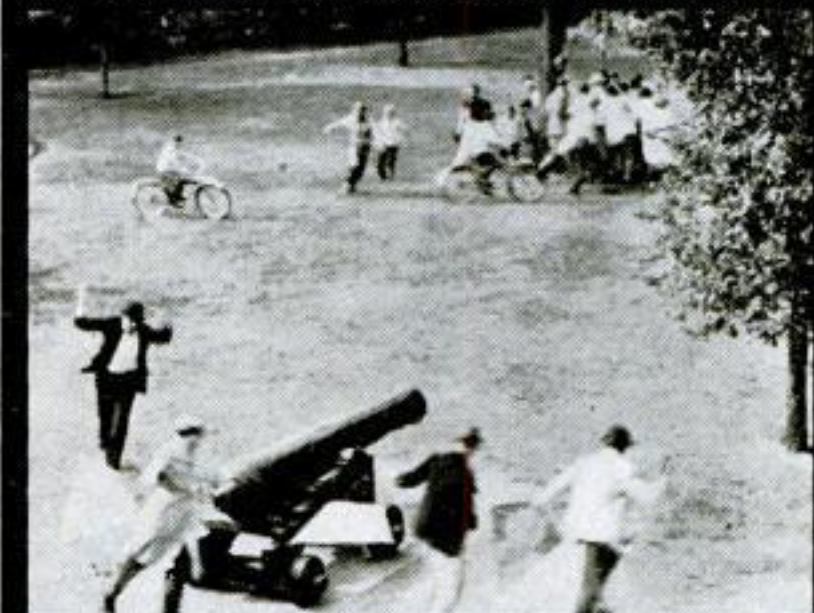




BUSY PLOT INCLUDES AN ORGAN-GRINDER



... BUSINESSMEN IN A KITE-FLYING ORGY



... A WILD MELEE ON CAMBRIDGE COMMON



... A CHAPLINESQUE CHASE AFTER A HAT

## HARVARD MOVIE

### Student film has kites and conflicts

In the spring of 1947 a group of Harvard undergraduates with a 16 mm. camera set out to remedy a lack in the curriculum, by making a full-length movie. It has taken over two years, \$1,300, the help of some Radcliffe girls and a good deal of ingenuity to finish the film. The producers borrowed subway cars from the local transit company, uniforms from the police department and talked Woolworth's out of 100 kites. When they were through they had a movie called *A Touch of the Times*, which will have its public premiere in Cambridge in mid-October. A string of imaginative, rather cockeyed episodes about four individualists whose innocent pastimes, like flying kites, somehow set off vast conflicts between businessmen and workers, the film may confuse its audiences but at least will convince them that Harvard undergraduates have progressed since the days when they were known chiefly for swallowing goldfish.

← **CONSPIRATORIAL BUSINESSMEN** spy on workers who are flying kites, an activity they suspect is subversive.





"Look Mommy—  
I can see my face  
in Daddy's shoe."

FOR THAT  
BRIGHTER, LONGER-LASTING  
**LOOKING-GLASS  
SHINE**

**LANOLIZE\***  
YOUR SHOES WITH  
**ESQUIRE**  
**BOOT POLISH**



Bright as her eyes, bright as her smile—a Looking-Glass Shine! When you Lanolize your shoes with Esquire Boot Polish, they're so bright you can see your face in them. They have a shine that comes back *quick* with a *flick* of a cloth or a brush. Lanolize your shoes today! See why more men, women and children use Esquire Boot Polish than any other quality shoe polish.

**\*CONTAINS LANOLIN**  
Nature's Own Leather Preservative

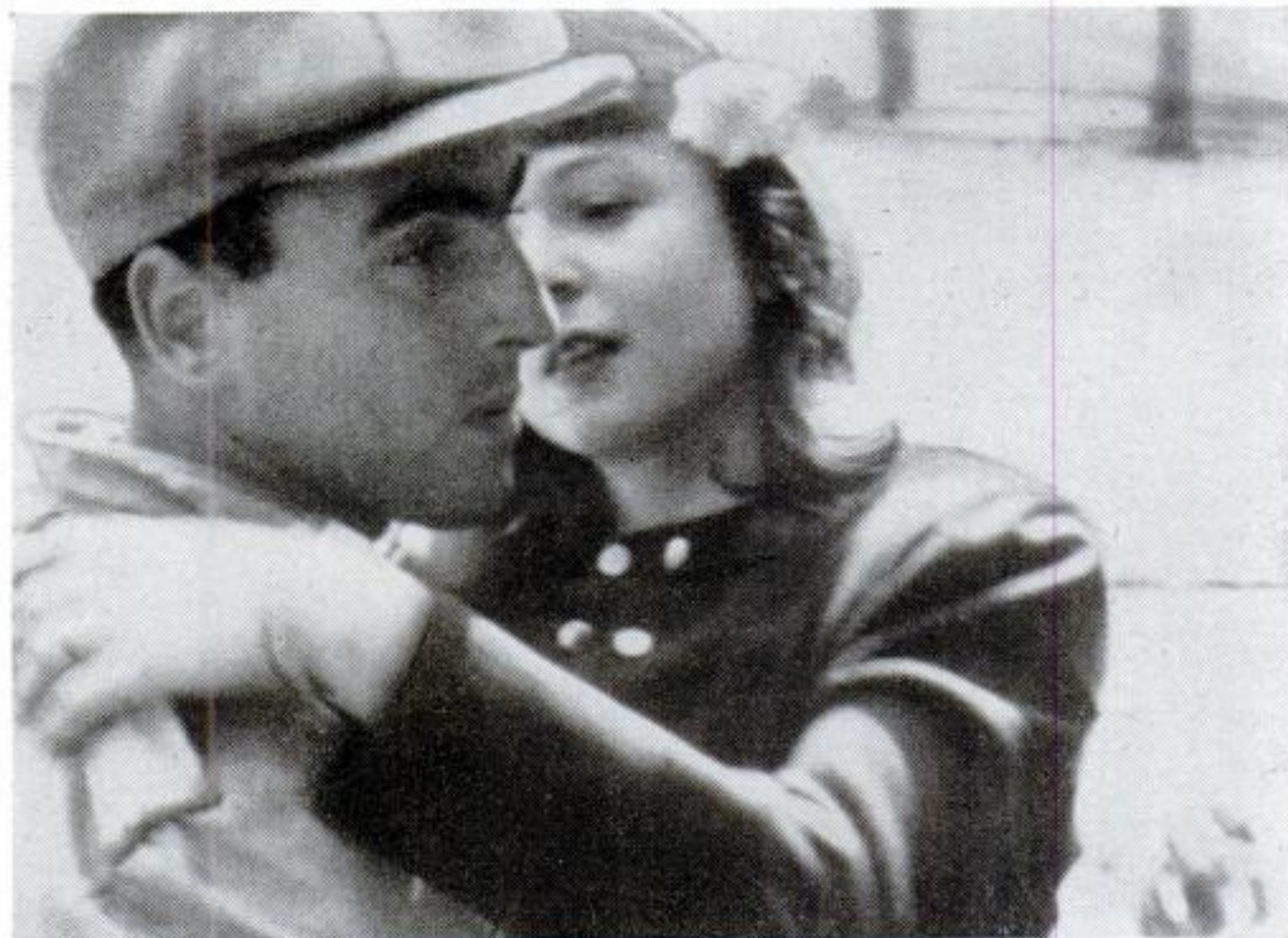
Product of Knomark Mfg. Co., Inc., Brooklyn, N.Y.

ON SALE AT SHOE STORES, SHOE REPAIR SHOPS, DEPT. STORES

## Harvard Movie CONTINUED



**WOULD-BE SUICIDE**, played by Michael Roemer who wrote and directed the movie, contemplates a German army knife in a graveyard. He never uses it. He also climbs over a bridge railing but never gets around to jumping off.

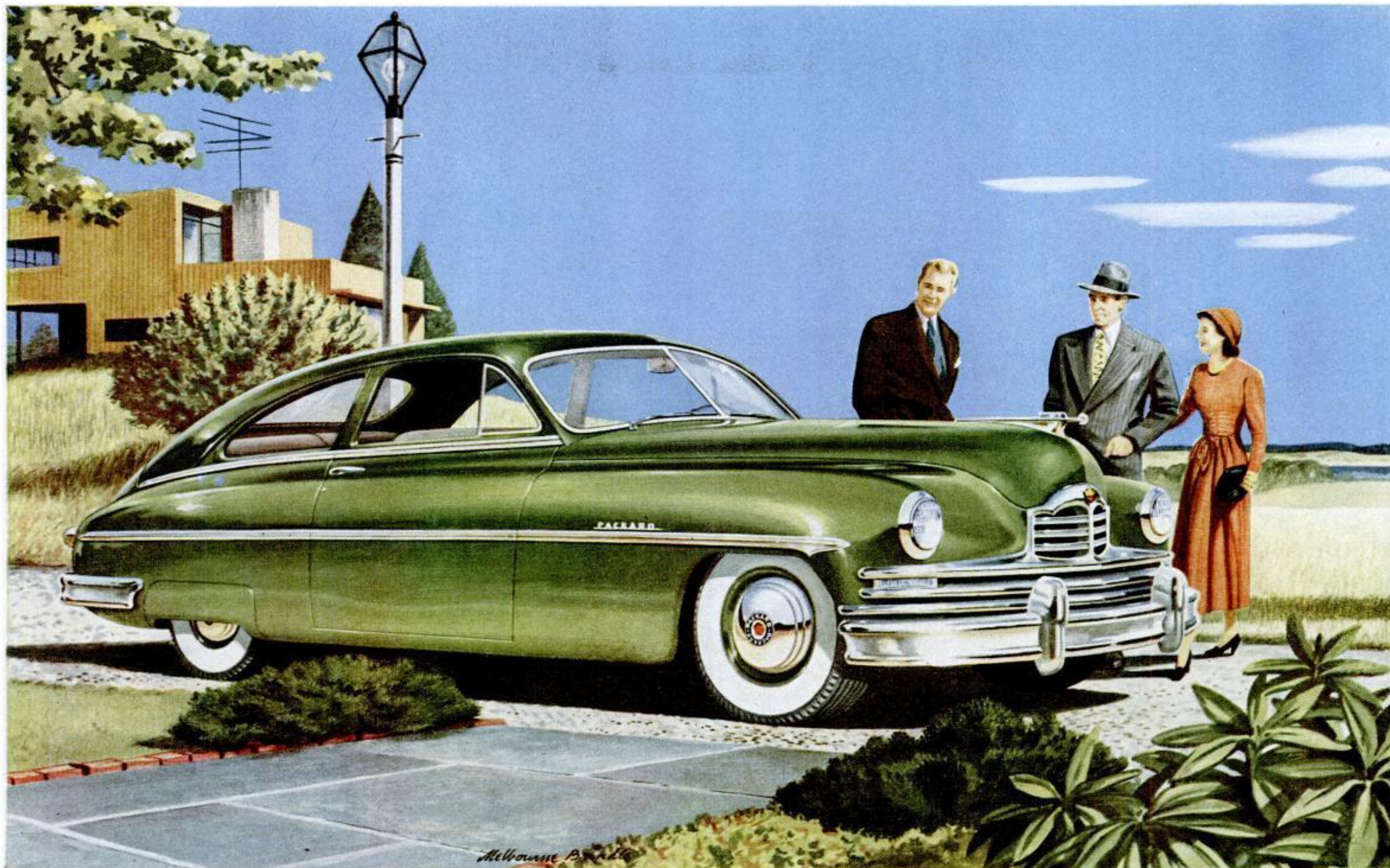


**THE HERO** (Joseph Cannon) looks around in embarrassment when his girl friend prepares to kiss him in a public place. Later she throws him over for a businessman's uniformed chauffeur, but the hero finds solace in flying his kite.



**PRODUCTION STAFF** gets to work on Beacon Hill in Boston. Left to right: Director Roemer, Script Girl Nancy English (who married an assistant cameraman), Producer William Alden, Make-up Assistant Betsey Jane English.





New Golden Anniversary Packard Eight, 135-HP Club Sedan—\$2224—delivered in Detroit, state and local taxes, if any, and white sidewalls (\$21), extra.

## Are you "guessing" yourself out of a Packard?

THE LETTER we know by heart is the one that begins: "Why didn't somebody *tell* me how easy it is to own a Packard! I had an idea . . ."

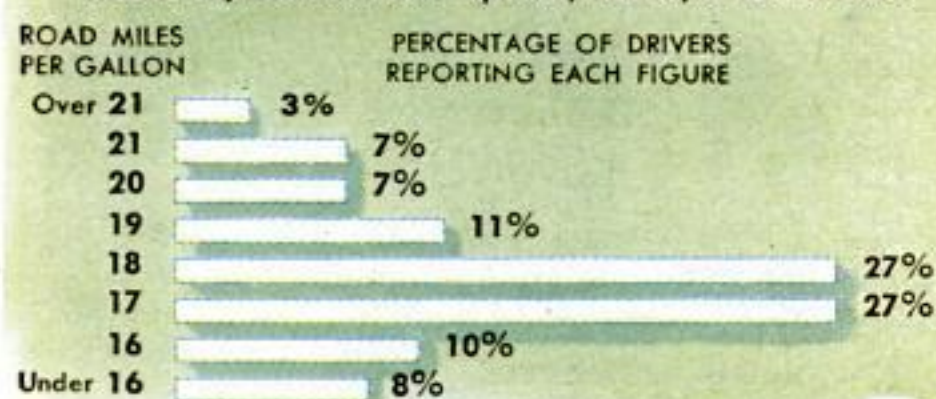
—An idea that a Packard is priced above your reach? Just look at today's *new lower Packard prices!*

—An idea that Packard's luxury comfort means high upkeep costs? Check the facts on Packard durability!

—An idea that Packard's spectacular performance means high operating costs? Just look at the gas-economy chart below!

Once you've matched your 'notions' against today's hard facts, you'll know it's time to *be* "the man who owns one!"

### Gas-Mileage Report on the new 135-HP Packard Eight, with overdrive.† Variations are caused by differences in speed, traffic, driver habits.



**Gas economy—HIGH.** Where would *your* car rate on this *Packard* economy chart? Even with their stepped-up power, the new Packards are the thrift sensation of the year!

†Optional equipment at moderate extra cost



**Upkeep—LOW.** Fact: Of all the Packards built, in the last 50 years, over 50% are still in service! And today's new Packards are the most durable ones of them all!



**And at new lower prices!** You can own a new 135-HP Packard for less than the price of many lighter-built lower-powered eights—less, even, than for some of today's *sixes!*

Ask your dealer about **PACKARD ULTRAMATIC DRIVE**—the last word in automatic, no-shift control!

*Golden Anniversary*  
135-HP EIGHT    150-HP SUPER    160-HP CUSTOM

**PACKARD**

Ask the man who owns one





"HOUSEWARMING." by Douglass Crockwell. Number 34 in the series "Home Life in America."

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





# Fashion Extremes

Here are 10 of the most startling in 1949



LONGEST GLOVES (CARNEGIE) COVER ARMS

The fashions on these pages are for women who like to be first to wear something new and who have the form and flair to carry it off. As shown here they are guaranteed to stand out in any crowd and will be worn only by the few who are happy to trade convention for attention. The shell-shaped

waist of the gown below, for example, defies relaxation in a chair or on a dance floor but assures the owner of a beautiful back that she will not go unnoticed. Some, such as the long earrings, long gloves, short skirts and naked sandals, may soon be worn by the thousands in less spectacular versions.

BAREST BACK APPEARS ABOVE THREE HUGE ROSES TUCKED IN WAIST OF BALMAIN'S MOTHER-OF-PEARL SATIN (IMPORTED BY B. ALTMAN)







# mealtime or anytime delicious!



## Fritos Fruit Salad Mold

- 1 pkg. lime gelatin
- 1 C. orange juice
- 1 tsp. lemon juice
- 1 C. sliced pears
- 1 C. chopped pineapple
- Fritos

Melon balls or fruit cocktail

Make lime gelatin in usual way, using 1 cup orange juice and 1 cup hot water instead of 2 cups hot water as specified on package. Add lemon juice, and pour into ring mold. Chill until begins to set. Add fruits, mixing thoroughly.

To serve: Fill center of mold with melon balls or fruit cocktail. Surround mold with Fritos.

## Fritos Dressing

- 3 C. Fritos, crushed
- 1 1/2 tsp. minced onion
- 1 tbsp. minced celery leaves
- 2 tbsp. minced green peppers
- 1/4 C. melted butter
- 1 No. 2 can cream style corn
- 1 1/2 tsp. salt
- 1/4 tsp. black pepper

Cook onions, celery leaves and green pepper in the butter in a skillet until tender. Add the corn, seasonings, then Fritos, and heat well. For a more moist dressing, add a little stock from the bird. Makes about 4 cups. Ideal for stuffing all fowls.



"Delicious" is the word for Fritos... crunchy-fresh from the bag, or in tempting recipes like these! Yes, Fritos are always ready to eat and enjoy... they're golden-crisp bits of sun-ripened corn, delicately salted to your taste. That famous Fritos flavor means good eating at any time... with snacks and appetizers... tempting beverages, salads or soups. Get Fritos today... America's favorite!

THE FRITO COMPANY  
DALLAS, TEXAS

Enjoy Fritos in 145 Tasty Recipes!

## FASHION EXTREMES CONTINUED



**CLOSEST FIT** is Schiaparelli's tight grape taffeta, kittenishly called "Forbidden Fruit." It has separate, flesh-satin bra that drips pearls and sequins.



**LONGEST EARRINGS** are 3 1/4-inch fake diamonds (Bergdorf-Goodman).



**FULLEST SKIRT** is a rose-decked steel-gray Traina-Norell gown in newly popular chiffon. From a 22-inch waist it spreads to a 40-yard circumference.

CONTINUED ON PAGE 71

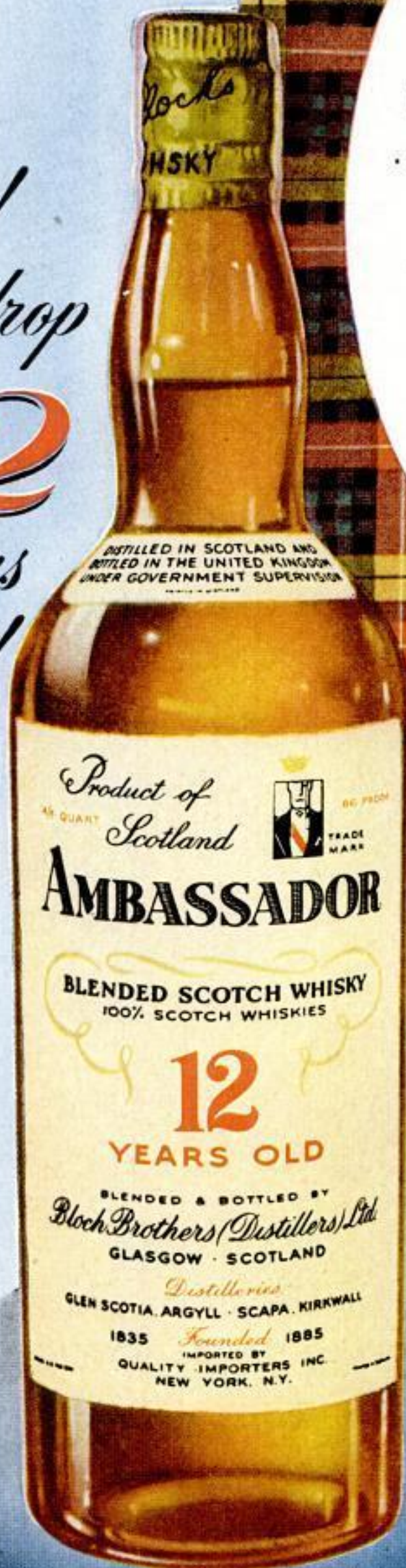


# AMBASSADOR SCOTCH

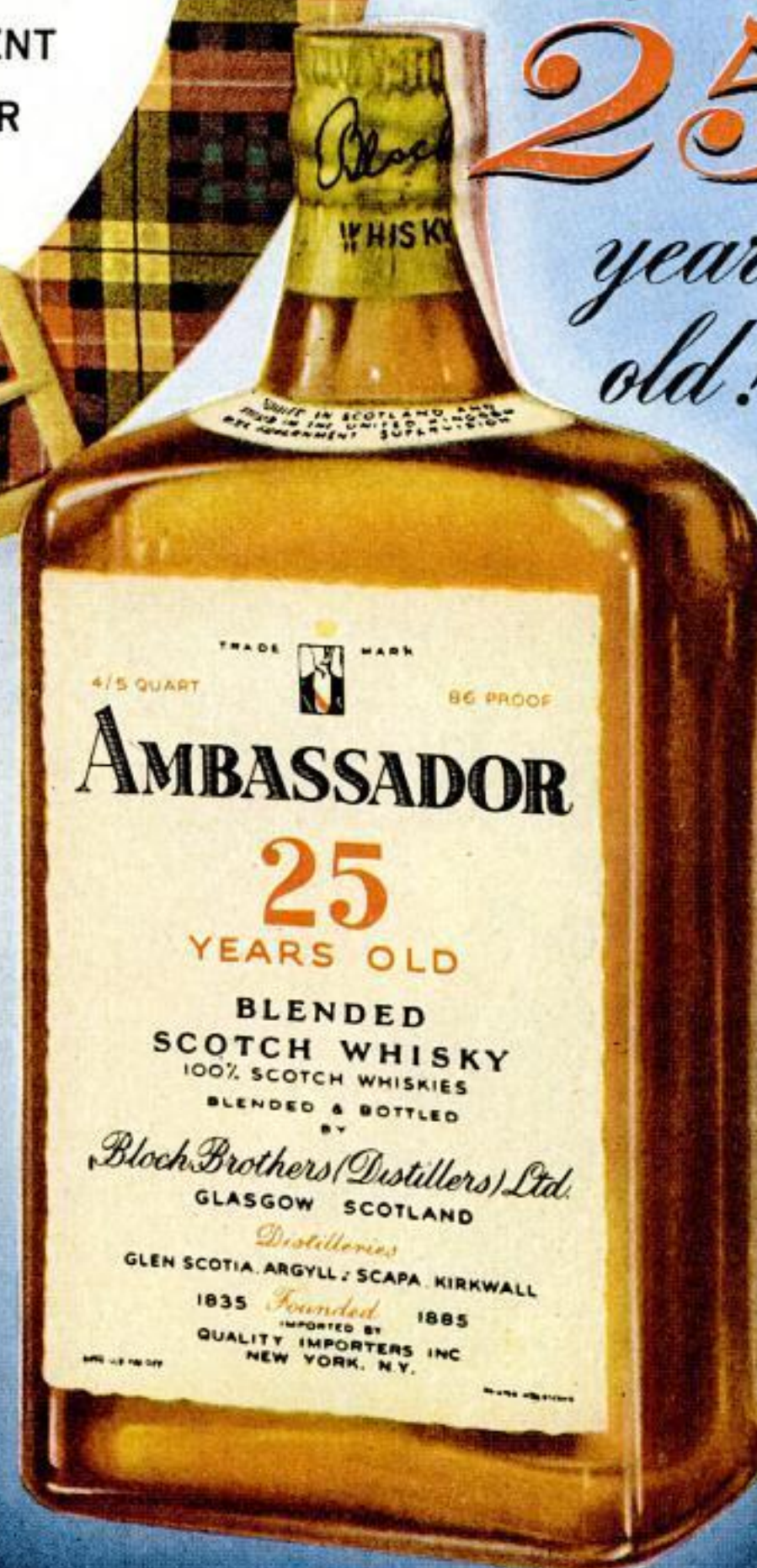
IN TRIBUTE  
TO EXCELLENCE

RARELY HAS A DISTILLER  
BEEN SO GIFTED IN HIS CRAFT  
...SO SUPERBLY SUCCESSFUL IN  
HIS DESIRE TO CREATE A  
WHISKY BEYOND COMPARE.  
UNSURPASSED IN FLAVOR,  
RICHNESS AND QUALITY.  
FOR THIS ACHIEVEMENT  
THE WORLD IS EVER  
GRATEFUL.

*Yes!*  
*Every drop*  
**12**  
*years*  
*old!*



*Yes!*  
*Every drop*  
**25**  
*years*  
*old!*



NO SCOTCH TAKES THE PLACE OF  
**AMBASSADOR**

*Those who appreciate the best - ask for Ambassador. At better bars, clubs, hotels or package stores.*

BLENDED SCOTCH WHISKY, 86 PROOF • IMPORTED BY QUALITY IMPORTERS, INC. EMPIRE STATE BLDG. N. Y. 1, N. Y.



# Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



Close your eyes—  
they feel like softest doeskin!

## Handsewn Reindoe\* Gloves



Open your eyes—you'd think the styles came straight from Paris, the colors straight from an autumn landscape. Meet Reindoe\*—the triumphant new Van Raalte fabric that's actually a fully-shrunk cotton with the luxurious feel of doeskin. In a delectable range of colors, including black and white. Gloves illustrated, \$3.00, at better stores everywhere.



—and Van Raalte is famous for stockings and underthings, too.

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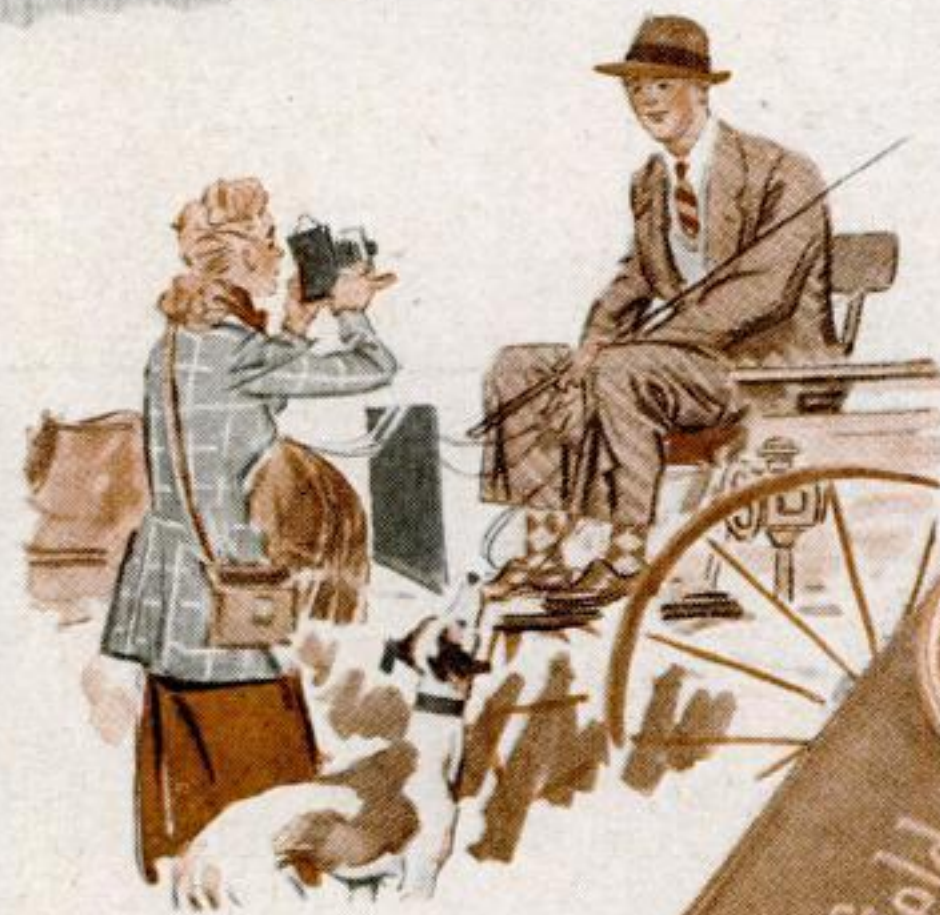
**SHORT SKIRT** of formal navy velvet Dior evening dress (Bonwit Teller import) is 15 inches from floor, has new scissors panel in satin and camisole top.



**BROAD BUSTLE** of taffeta by Adrian called "After Theatre" has batwings, each measuring 22 inches from spine, which more than make up for narrow skirt.

CONTINUED ON NEXT PAGE

# Mansfield



## RUNAROUND

Trim, simple, **RIGHT** in design.  
Wherever you go . . . you go well shod  
in Mansfields. Your feet are at  
carefree ease . . . your eye's on thrifty wear!

MANSFIELDS START AT \$8.95

# Mansfield

WHITMAN, MASSACHUSETTS



New dignified way to  
**EARN \$50.00**  
UP TO A WEEK AND MORE

*in your spare time as a Lewyt Specialist*

Men and women wanted immediately! No investment! No experience to start! Not house-to-house selling—you get qualified leads! Work right in your own town or neighborhood—mornings, afternoons, or evenings! No limit to how much money you can make!

Here's your big opportunity to get the extra cash you need for Christmas...a new car...a home of your own...a "nest-egg" in the bank! Here's your chance to make big money in your spare time... enter the high-paying selling profession... become a Lewyt Specialist!

You've heard about the amazing new Lewyt, the world's most modern vacuum cleaner—the sensation of the great Electric Appliance Industry.

#### YOU WORK WITH LEWYT DEALER

Already 7,000 of the nation's finest appliance dealers are selling Lewyt Vacuum Cleaners. And that's where you come in.

You'll be associated with the Lewyt dealer in your own town or neighborhood. You'll sell the famous, nationally advertised Lewyt Vacuum Cleaner to his list of prospects! No canvassing! No house-to-house selling.

#### NO RISK! IT'S EASY TO START!

You don't lay out any cash! You don't carry any stock. You don't even have to buy the Lewyt you use for your demonstrations! As a Lewyt Specialist, you're in business for yourself, *your own boss!* No time clocks to punch, no financial risks! Yet you have a rare opportunity to earn truly big money!

#### NEW LEWYT SELLS ITSELF!

In this magazine you'll find one of Lewyt's many advertisements. Read over the exciting list of new Lewyt features. See how much they impress you! Imagine how much more they will impress your customers during an actual demonstration! And with Lewyt, you cash-in on the demand continually being built-up by one of the most aggressive national advertising programs the industry has ever known!

**SEE OPPOSITE PAGE  
FOR AMAZING NEW FEATURES  
OF LEWYT VACUUM CLEANER**

# LEWYT

#### INCREASE YOUR INCOME!

Take the step that can bring you the extra dollars you need, the Christmas cash you need! Become a Lewyt Specialist now. No obligation on your part! Mail the coupon below today—you'll never regret it! We'll rush you complete information. All replies strictly confidential.

#### MAIL COUPON NOW!

LEWYT CORPORATION, Vacuum Cleaner Division  
Dept. 10, 70 Broadway, Brooklyn 11, New York  
Yes! Tell me how I can earn big money in my spare time as a Lewyt Specialist! Rush me full particulars!  
Name.....  
Address.....  
City.....  
County.....State.....



ANTENNA FEATHER on velours cap (Hattie Carnegie) is 16 inches long, is amusing outdoors but will invoke unfavorable comment in jammed elevators.



NAKED SANDAL (Julianelli) has sparse velvet straps and barefoot look.



DEEP-CUFFED COAT (Trigère) is almost all sleeve, stretches 52 inches of black and white checked fleece from wrist to wrist in a single continuous piece.

**Fast HELP for HEADACHE**

UPSET STOMACH  
JUMPY NERVES

**BROMO-SELTZER**  
FIGHTS HEADACHE THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.

"KANGAY" means "WELCOME"  
...when you carry  
**NATIONAL CITY BANK  
TRAVELERS CHECKS!**

These checks are international travel currency... safe, spendable everywhere. Prompt refund if lost or stolen. Buy them at your bank.

**NCB TRAVELERS CHECKS**

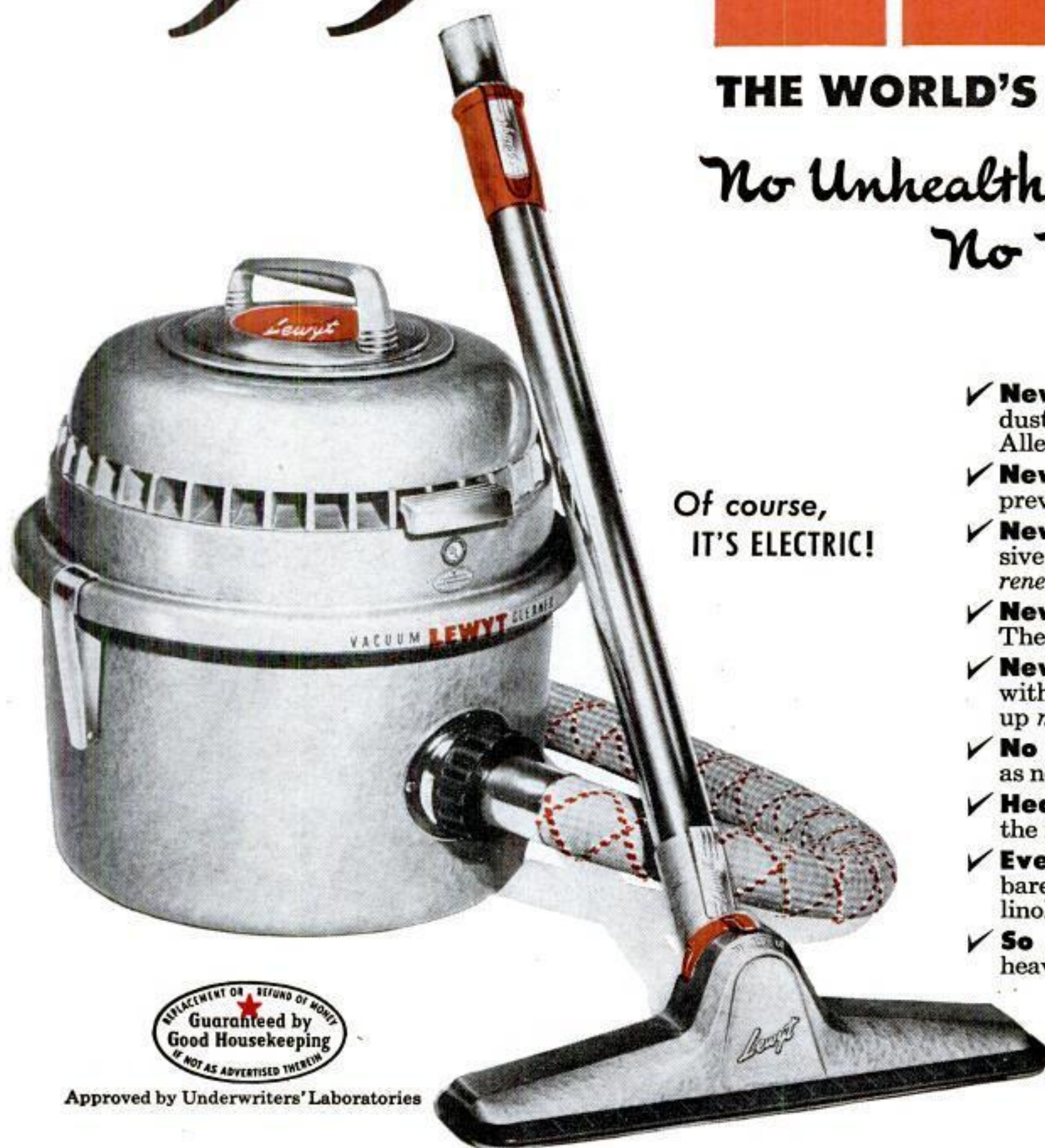
BACKED BY THE NATIONAL CITY BANK OF NEW YORK  
*First in World Wide Banking*  
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# Announcing the New 1950 LEWYT

THE WORLD'S MOST MODERN VACUUM CLEANER!

No Unhealthy Leaking Dust!  
No Television Interference!  
New Magic "Energizer"!



Of course,  
IT'S ELECTRIC!

- ✓ **New 4-way protection against unhealthy leaking dust!** No dust can leak back into the air you breathe—it's filtered 4-times! Allergy sufferers and hospitals love their Lewyts!
- ✓ **New "Video-pak"!** Lewyt's special built-in interference eliminator prevents distortion of television and radio reception!
- ✓ **New cleaning power!** Dirt can't choke-off suction! Lewyt's exclusive Magic "Energizer" automatically vibro-cleans the filter, constantly renews cleaning efficiency! It's the cleaner that cleans itself!
- ✓ **New Lock-seal tubes!** A flick of your finger locks tubes together. They can't come apart in use...can't lose suction!
- ✓ **New No. 80 Carpet Nozzle!** Super cleans rugs! A few quick strokes with the new No. 80 Carpet Nozzle gets more embedded dirt...picks up more lint, threads, even dog hairs...yet with less rug wear!
- ✓ **No dust bag to empty!** Lewyt's smooth metal Dust Bowl empties as neatly as an ash tray—and just as fast! Needs emptying less often!
- ✓ **Hear how quiet it is!** No nerve-shattering roar! Now you can hear the radio—even clean the nursery without waking baby!
- ✓ **Even cleans ash trays!** Renews your upholstery...suction-sweeps bare floors...dusts furniture, venetian blinds...sprays paint, waxes linoleum, de-moths closets!
- ✓ **So light, easy to use!** Glides effortlessly in any direction...no heavy pushing-pulling...stores away neatly in dust-tight container!
- ✓ **Costs no more than ordinary vacuum cleaners!** Comes complete—no extras to buy! Insist on seeing the new Lewyt! Ask your Dealer to demonstrate it in your own home—you'll find his name in the yellow pages of your Telephone Directory.

## DO IT with LEWYT

MAKERS OF FINE PRECISION EQUIPMENT SINCE 1888

## NO DUST BAG TO EMPTY

New! LEWYT COMMERCIAL MODEL NO. 99 Designed for hospitals, hotels, other institutions. Extra capacity. All of Lewyt's exclusive features plus many more. Write for details!

**Free**  
PICTURE  
BOOKLET  
ON MODERN  
HOME  
CLEANING

Lewyt Corporation, Vacuum Cleaner Division,  
70 Broadway, Brooklyn 11, New York

Please send me a FREE copy of your PICTURE BOOKLET on easier, faster, more modern Home Cleaning.

Name.....

Address.....

City.....

County.....State.....





**HOW TO DODGE A TACKLER** is demonstrated by one of football's great masters of the evasive art, Charlie ("Choo Choo") Justice of North Carolina. The 165-pound

Justice's ability to change direction and speed makes him a difficult target for larger opponents and one of the most dangerous players in the game on punt and kickoff returns.





# “CHOO CHOO” SPELLS FOOTBALL IN 1949

North Carolina's Justice stands out as college teams begin new season

For several weeks signs like the one above have lent a conspiratorial air to football practice sessions in U.S. college stadia. The signs serve to keep some nuisances away and give the players a sense of importance, but the “secrets” then zealously advertised and shielded are only variations of the T formation and the old, basic single wing (pp. 76, 77). The real secret of success or failure, as every coach knows, lies in the number, size and quality of the football players that come to him through ardent alumni, faithful fans and even from the ranks of young men who want an education.

Last weekend, as a majority of the nation's teams unlimbered in tune-up games with lesser opponents, the best-furnished elevens appeared to be Army and Cornell in the East, Michigan and Notre Dame in the Middle West, Southern California in the Far West, Southern Methodist in the Southwest, Oklahoma in the Missouri Valley and Tulane and North Carolina in the South. All of these teams had one or more seasoned stars. One of them, North Carolina, boasted a 25-year-old householder who might well prove to be the U.S.'s No. 1 ballplayer.

A resident of Chapel Hill recently described Half-back Charlie (“Choo Choo”) Justice (cover) as the greatest Southerner since Robert E. Lee. Part of this adulation, which also has been expressed in song and even in the stars, results from Choo Choo's undoubted technical talents on the gridiron, but part of it also can be attributed to the sense of drama he brings to the game. When Justice goes back to receive a punt he somehow *looks* like a man who is going to run 60 or 70 yards for a touchdown. He often does. In 1948 Justice averaged 5.2 yards by rushing, completed over 50% of his passes and led the nation in punting with an average of 44 yards. Although he is not phenomenally fast, he is extremely adept at sidestepping would-be tacklers.

Last year he was edged out by Southern Methodist's Doak Walker for player-of-the-year honors. Like Justice, Walker is playing his last season this fall and will be making a great effort to repeat. Walker is younger, but Justice has the benefit of three years of Navy football experience. In North Carolina, at least, there is no doubt that Justice will triumph.



SOUTHERN CELEBRITY JUSTICE THROWS OUT BALL AT RECENT NORTH CAROLINA HIGH-SCHOOL ALL-STAR GAME



CELESTIAL CHOO CHOO, projected in stars at Carolina's Morehead Planetarium, eludes an astral tackler.



LYRICAL CHOO CHOO was creation of two admirers who put to music chant students roar when Charlie runs.



Late hours and excitement  
often bring on

**ACID INDIGESTION**  
**Heartburn**



When late hours, excitement, rich food, overindulgence cause acid indigestion...don't take soda...take Tums. Millions have discovered that Tums go far beyond the relief baking soda can possibly give you. Yes, Tums not only bring incredibly fast relief from acid indigestion, gas, sour stomach and burning heartburn but actually help prevent immediate return of the trouble. No mixing with Tums, either. Take them anywhere, anytime. Get Tums at any drugstore today. Join the millions who now enjoy late hours, excitement, rich food...without fear of acid indigestion...thanks to Tums.

Quick Relief for  
**ACID INDIGESTION**  
**HEARTBURN**



**for the tummy**

✓ Try one or two Tums after breakfast. See if you don't feel better!

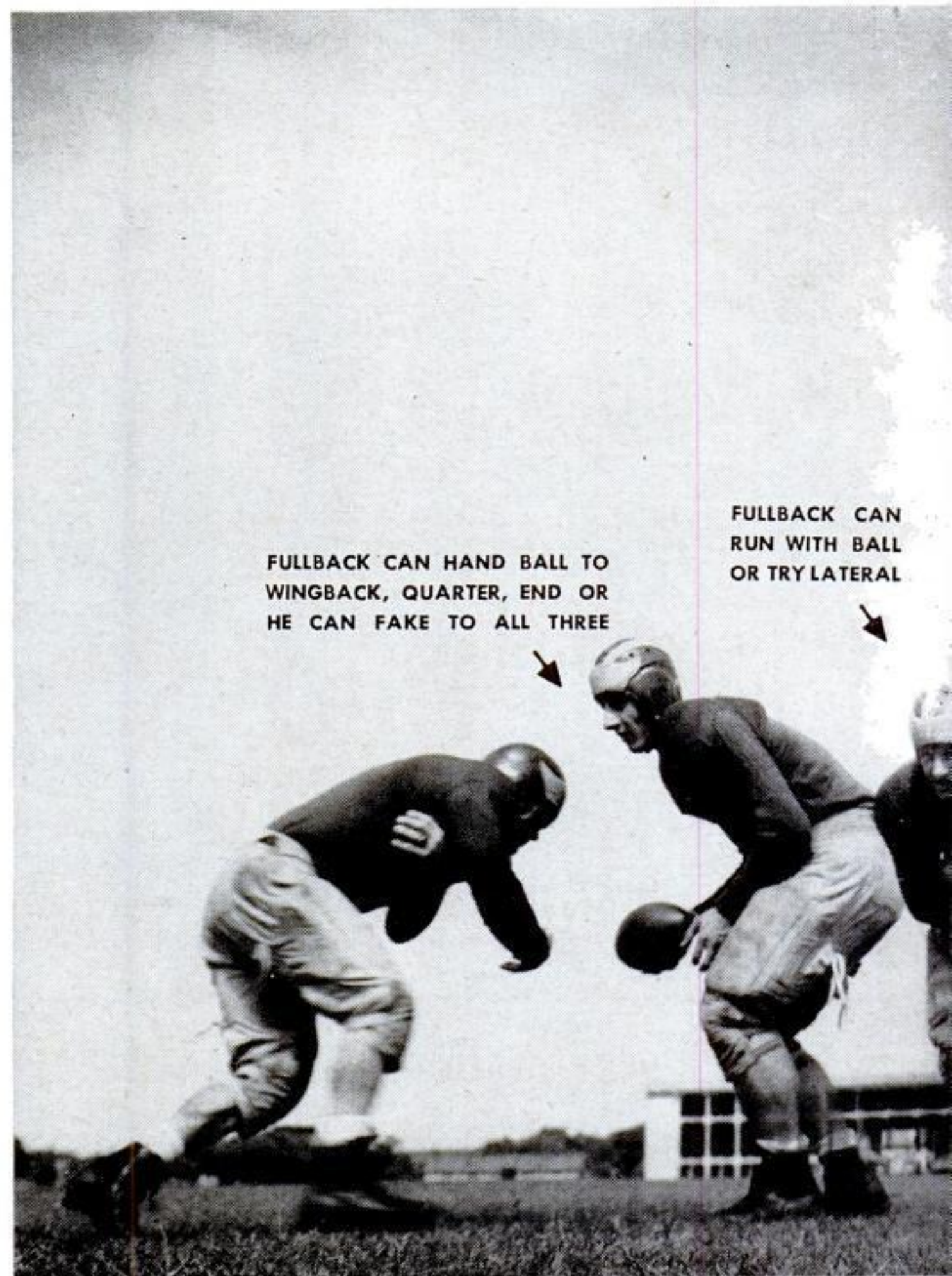
### TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

Get a box today. You'll be convinced.



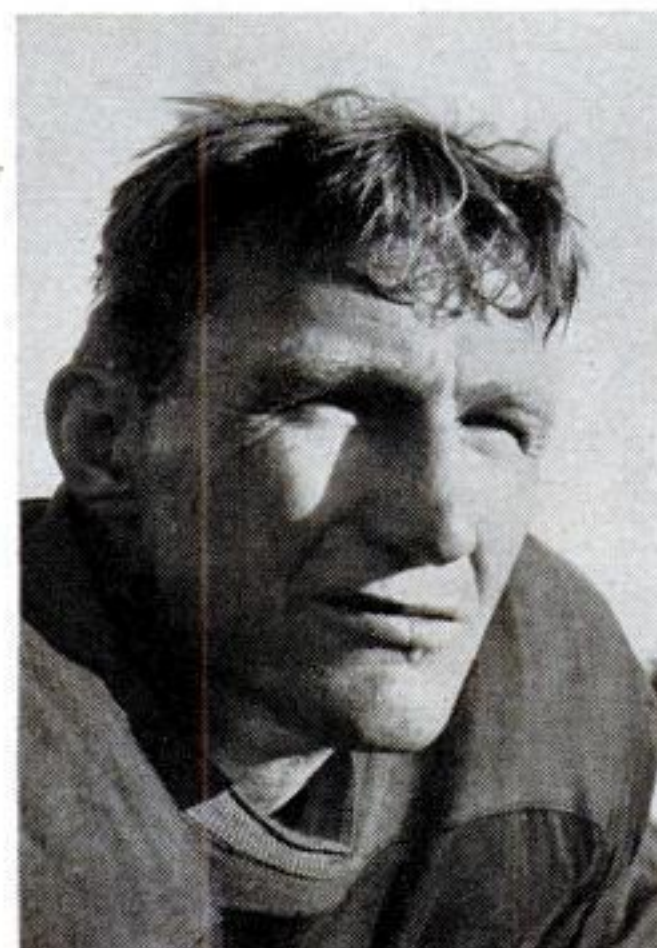
## Football CONTINUED



IN THIS COMPOSITE PHOTOGRAPH WOLVERINE FULLBACK DONALD DUFEEK

## MICHIGAN POWERHOUSE DEPENDS

Unlike the North Carolina football team, which usually is shaped and geared to exploit the talents of Charlie Justice, the University of Michigan eleven resembles a closely coordinated machine with interchangeable parts. This method of gridiron engineering had produced 23 straight victories for Michigan up to the start of the season, and most forecasters felt the Wolverines were likely to preserve and extend their record this year in Big Ten play. Michigan and North Carolina both use the single wing back formation (as opposed to the more popular T), but they use it very differently. At North Carolina the ball is centered to Tailback Justice more than 50% of the time, and he fakes, passes or runs with it. At Michigan the ball comes to the man in fullback position 80% of the time, and he then sets in motion Michigan's famous spinner

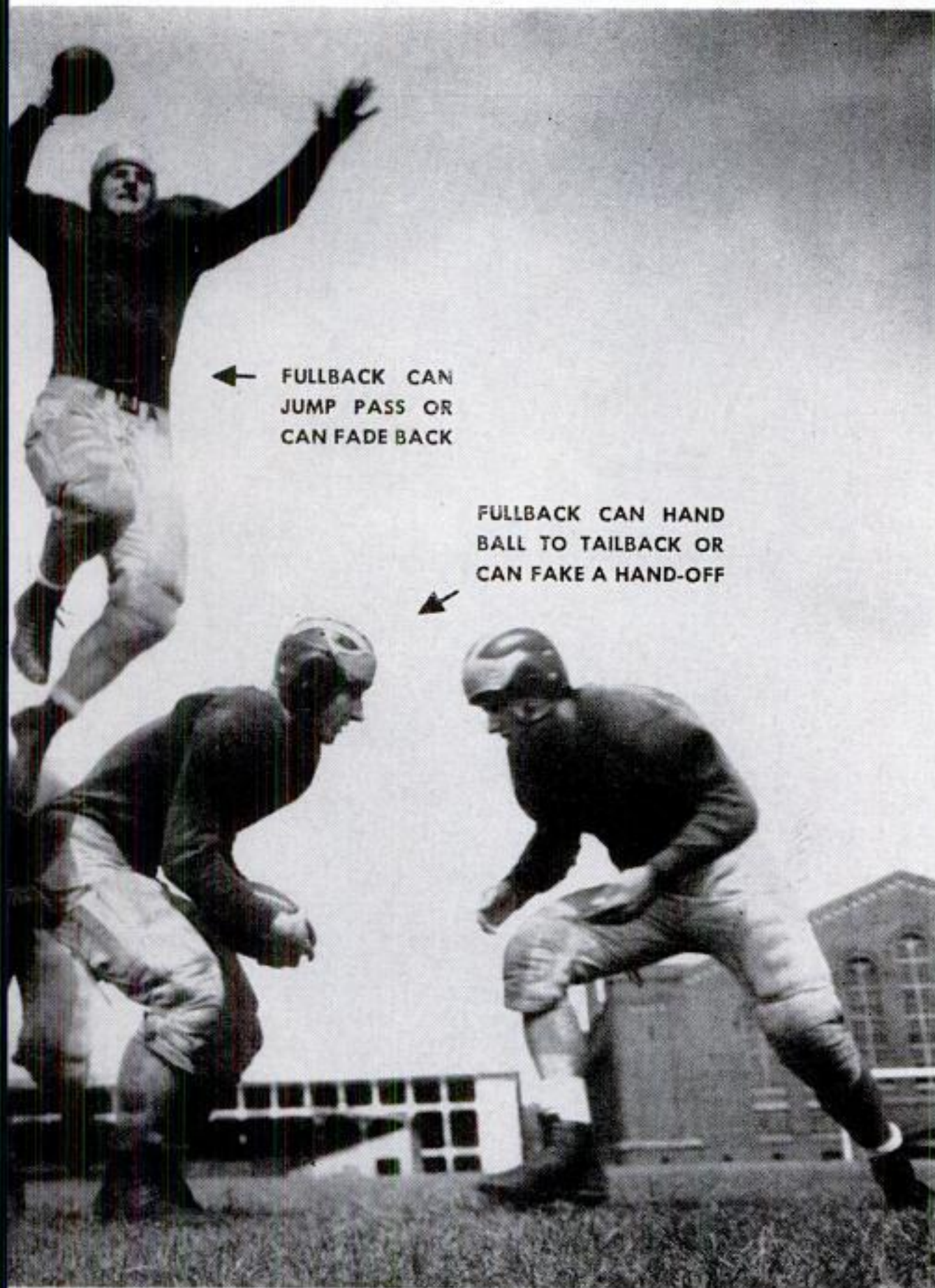


**ROCK OF LINE** is Al Wistert, who left school for job and Army, returned to make All-American team last year.



**ALLROUND BACK** is "A" student Walter Teninga, president of the senior class, one of Big Ten's best kickers.





← FULLBACK CAN  
JUMP PASS OR  
CAN FADE BACK

FULLBACK CAN HAND  
BALL TO TAILBACK OR  
CAN FAKE A HAND-OFF

DEMONSTRATES PLAYS WHICH CAN EMERGE FROM MICHIGAN SPINNER

## ON COORDINATION AND DECEPTION

(above). There is no great mystery about how the spinner works—the mystery for the opposing team is in trying to locate the ball, which is handed around from back to back. This has led to a favorite Ann Arbor epigram: "Everybody handles the ball at Michigan except the Dean of Agriculture, and he's at Michigan State." Although Michigan's coach, oldtime star Bennie Oosterbaan, has no single player as versatile as Justice, he has a fine collection of tough backs and one of the greatest as well as the oldest tackles in the game, Captain Al Wistert. Wistert, 33 years old and 225 pounds, is a devastating defensive tackle. He enjoys nothing more than getting his big hands on "unstoppable" ball carriers like Art Murakowski of Northwestern, one of the teams (others: Minnesota, Ohio State) which threaten Michigan's Big Ten dominance.



**BACKFIELD ARSENAL** for Michigan includes (from left) rugged Richard Kempthorn, one of best line backers in game; Leo Koceski, veteran halfback, and Charles Ortmann, a left halfback who does anything, but excels in passing.

CONTINUED ON NEXT PAGE

**Remarkable development—Kasimir Finish:**

# THEY LOOK AND FEEL LIKE \$10 HATS BUT COST ONLY \$7<sup>50</sup>



CHAMP "DASH"—smart and youthful



CHAMP "DIPLOMAT"—for the executive



CHAMP "B-17"—for the man-about-town



FEATHERWEIGHT-CHAMP—weight: only 2 ozs.

For years, now, \$10 has been a pretty standard price for a good man's hat.

But right now, most men have fewer \$10 bills to throw around than just a few years ago. Yet a lot of them need new hats—to keep up that successful appearance.

If you'd like a new hat—and a healthy piece of change out of a \$10 bill—look around for a Champ Hat dealer. Ask him to show you the new Champ Hats for fall.

Look them over critically. Feel the

quality of their exclusive Kasimir Finish. Notice their smart styling, their fine "feel," their luxurious lining.

You don't have to pay \$15 for these hats. You don't have to pay \$12.50 or even \$10. Their price is only \$7.50.

How does Champ do it? By concentrating on \$7.50 hats. Champ is the largest producer of nationally advertised \$7.50 hats in the world.

You can't go wrong with a Champ Hat.

# CHAMP HATS

THE \$7<sup>50</sup> HAT WITH THE \$10 LOOK — *and feel!*

Champ Hats are sold by Men's Stores and Department Stores from coast to coast—made by Champ Hats, Inc., Philadelphia 7, Penna.

NATIONAL HAT  
WEEK, OCTOBER  
3rd TO 9th





## Why this Martini rates a headline

Cassia from China ...

Valencia peel from Spain ...

Juniper from Italy ...

To these vintage year botanicals,  
the world's finest ...

Add American grain spirits—and  
Hiram Walker's 91 years distilling skill ...

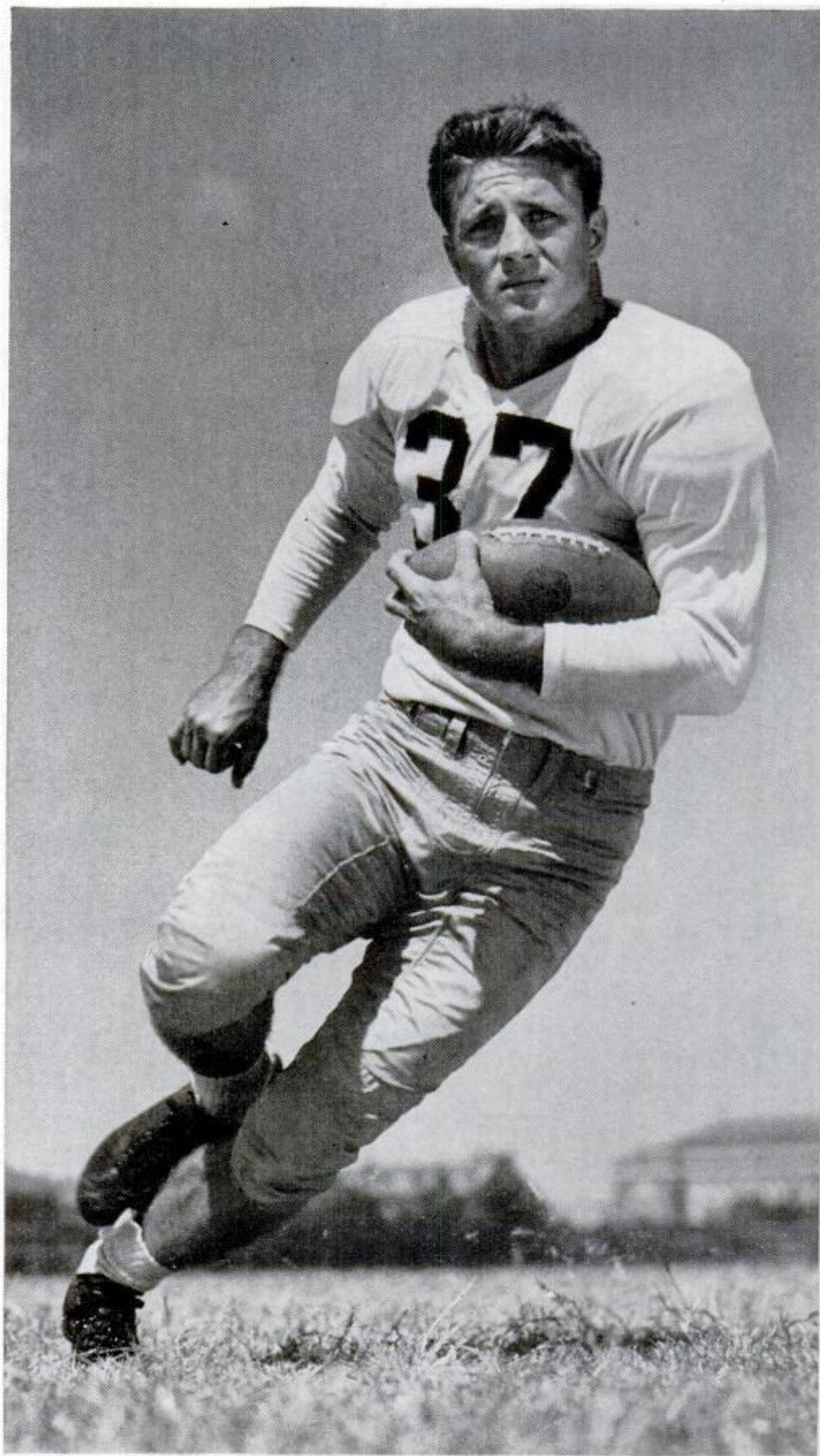
That makes news—a great gin  
for really great gin drinks.

**HIRAM  
WALKER'S** Distilled  
London Dry **GIN**

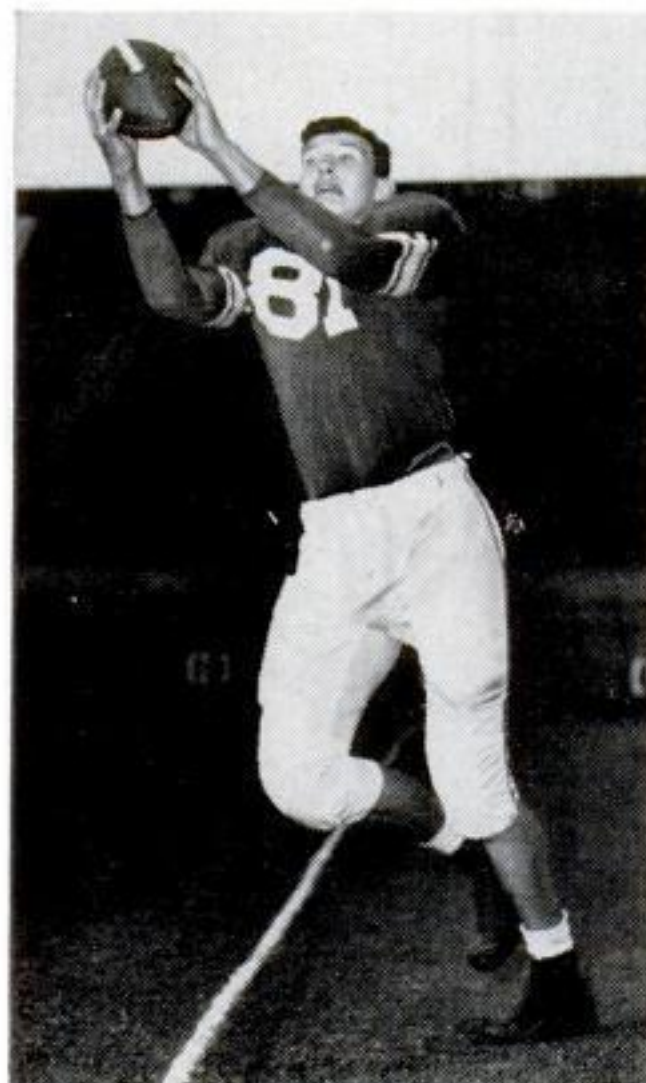
90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

Football CONTINUED

## THESE ARE PROBABLE STARS IN



**AT SOUTHERN METHODIST** All-American Doak Walker heads an assortment of seasoned backfield performers. His Mustangs are favored to retain their Southwest Conference title, with Texas, Rice and T.C.U. as challengers.



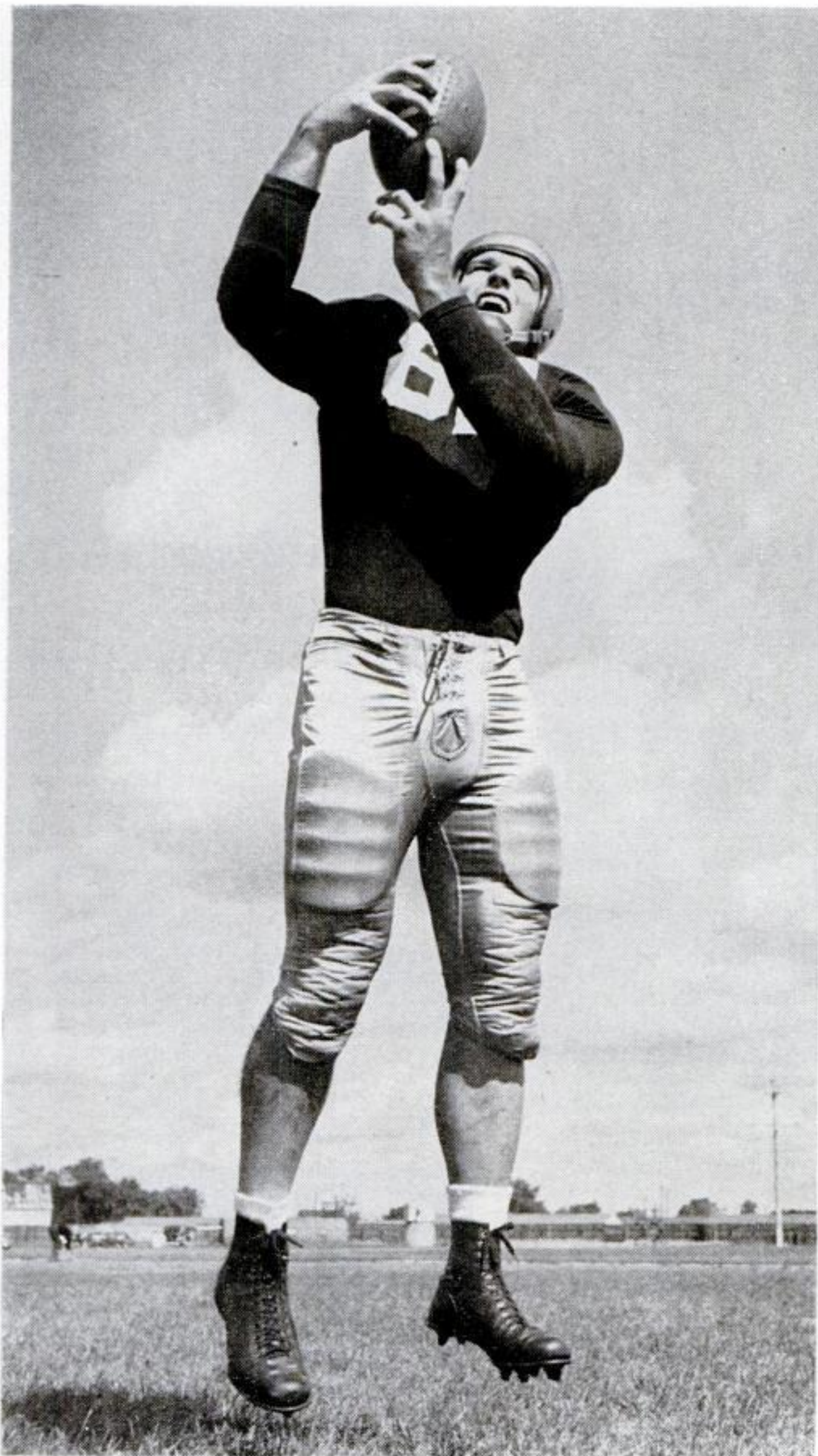
**AT OKLAHOMA** End Jim Owens is expected to help the powerful Sooners dominate Missouri Valley area. Other strong teams include the University of Missouri and Oklahoma A. & M.



**AT TULANE** Fullback Ed Price, second in yards gained by rushing in the U.S. last year, gives the Green Wave an edge over such leading Southeast teams as Tennessee and Vanderbilt.



## THE EAST, MIDWEST AND SOUTH



**AT NOTRE DAME** All-America End Leon Hart is a likely possibility as line-man of the year. As usual the Fighting Irish have tremendous depth in every position. Many experts believe Notre Dame is the best college team in nation.



**AT CORNELL** Halfback Frank Miller is a major reason why the Big Red is expected to keep its Ivy League title, despite strong challenges by University of Pennsylvania and Dartmouth.



**AT WEST POINT** the great Arnold Galiffa (LIFE, May 2) leads another powerful Army team. His hopes for an undefeated season will get an early test on Oct. 8 in game with Michigan.

CONTINUED ON NEXT PAGE



*everybody...everywhere*

needs smart dependable

# Alligator Rainwear



Let the best name in rainwear be your guide when buying a new coat. Whichever of the many Alligators you choose, you *know* you're getting tried and true quality; sensible, becoming styling; dependable protection; honest value! And because Alligators are so versatile, you'll wear yours practically every day! Your Alligator will be your favorite coat—get it now at your favorite store. The Alligator Company, St. Louis, New York, Los Angeles.



**SURAIN** Gabardine  
a wonderful value

**\$27<sup>50</sup>**

Amazing new full-bodied blend of 40% wool, 60% rayon. Other Alligator Rainwear \$7.50 to \$53.50.

Surain Trench Model \$34.50. Other Trench Models \$13.50 to \$53.50

BETTER DEALERS FEATURE:

# ALLIGATOR

## Rainwear

because... IT'S SURE TO RAIN!



*Definitely  
cuts down  
nicotine and  
tars*



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Millions of Denicotea users know that *nothing* filters smoke like Denicotea. You can *see* the evidence. You'll *feel* the difference in your nose and throat. Your mouth is fresher, teeth cleaner!

**Lady Denicotea**, long, slim—with gold tone ejector, \$3.50

**Denicotea holder**, with aluminum ejector, \$2.00

At stores everywhere

**dunhill**  
**DE-NICOTEAS**  
Crystal Filter Cigarette Holder



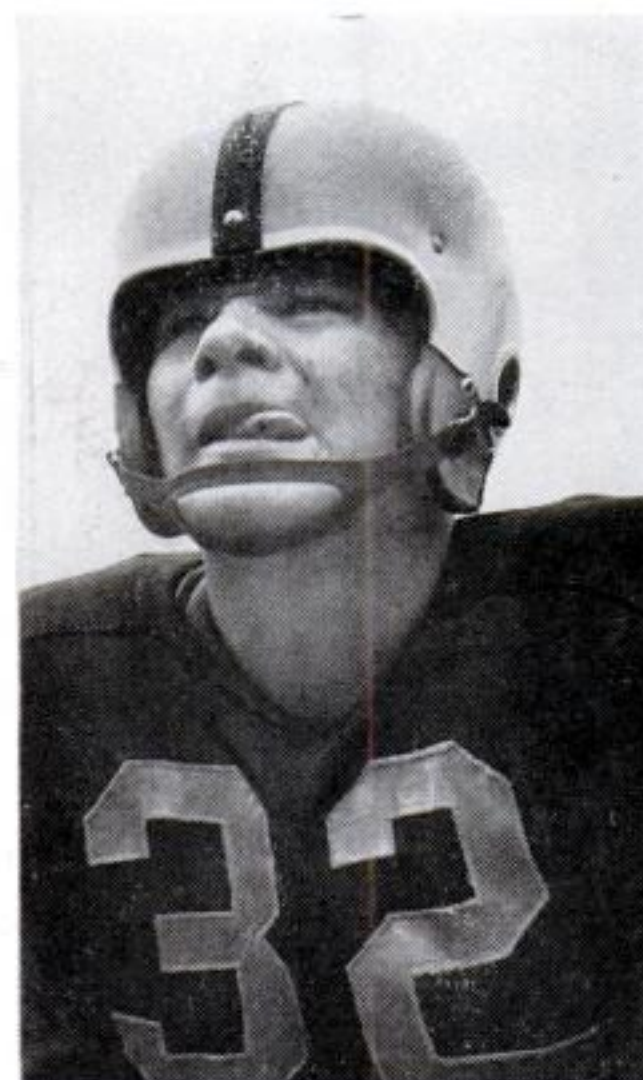
**AT SOUTHERN CALIFORNIA** Fullback Bill Martin leads attack. Martin scored both touchdowns in U.S.C.'s 14-14 tie with Notre Dame last year.

## U.S.C. DOMINATES FAR WEST

On a basis of preseason calculations, only one team west of the Continental Divide appears to be a candidate for national football honors. That is Southern California, where Coach Jeff Cravath has the best material in several years. However California, Oregon and Washington may challenge the Trojans. Washington already has defeated the University of Utah, probably the best team in the western Rockies.



**AT UTAH** Weston Gardner, a sophomore center, is one of the key men on Coach Ike Armstrong's well balanced team. Denver is Utah's toughest conference opposition in Rockies.



**AT WASHINGTON** versatile Fullback Hugh McElhenny may give Huskies best Pacific northwest team. Here he chews his tongue during game with Utah which Washington won, 14-7.

*"The MISS BROOKSTER"*

**"HIS"  
SHIRT**  
*in your Size  
and Color*



*A National Sensation*  
**Man-Tailored Oxford 3.99**  
**Button-Down Shirt**

Our very own Button-Down sensation—made exclusively for Gaylord by a famous men's shirt maker . . . in wonderful new "bold-look" colors. Regular men's button-down collar, long sleeves, and tails. Sanforized men's oxford cloth, fast color. Priced so low, you'll want one for every day in the week. Makes a prized gift.

Sizes 10 to 18

Pink White Blue Maize Lilac

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406 5th Av., McKeesport, Pa.

Send me \_\_\_\_\_ Brookster Shirts @ 3.99 + 11c handling.  
Size \_\_\_\_\_ Color \_\_\_\_\_ (2nd choice) \_\_\_\_\_  
I enclose ☐ Check ☐ Money Order ☐ Send COD.  
**Money-Back Guarantee** Print name & address on margin

**9¢**  
*a pint*



for Delicious  
Syrup—Make it  
Yourself *with*

**MAPLEINE**

*Flavor desserts, too!*





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*





# A girl's best face is her *Angel Face*

Pond's new foundation  
and powder — all in one!

**NOT A CAKE MAKE-UP—NOT A GREASY FOUNDATION!** An entirely *different* kind of new make-up—Angel Face gives your skin a sweeter, younger, more *real* enchantment! Softer, more natural than cake make-up. Never drying . . . never shiny.

**SMOOTHS ON WITH A PUFF—AND STAYS!** Pond's Angel Face goes on "just right" every time—and so *easily*! Just smooth on Angel Face with its own plump, downy *puff*! No wet sponge—no greasy fingertips—no spilly loose powder. Angel Face blends over your skin like fragrant velvet. And its smoothing "cling" ingredient makes Angel Face *stay on and on*—much longer than powder!

**PERFECT TO CARRY IN YOUR HANDBAG! CAN'T SPILL!** Carry an Angel Face with you *always*. Be ready to give yourself a quick "touch up"—or a whole new make-up—at a moment's notice! Choose *your* shade from among five heavenly skin tones today. A neat, sweet Angel Face, complete with puff, tucks into your handbag for only 89¢, plus tax.



*Society Beauties say*

"I'm delighted with the smooth, soft-toned look that Angel Face gives—and the *heavenly* way it stays on!"

Mrs. Victor du Pont, III

"Imagine a make-up that's *complete* in one box—foundation and powder together! Angel Face is ideal to carry—it never spills!"

Princess Philippe de Bourbon





Fresh...  
Natural...  
Softly glamorous...  
This is the Angel Face look!



# ONE NAME *Whitman's*



## The world-famous SAMPLER

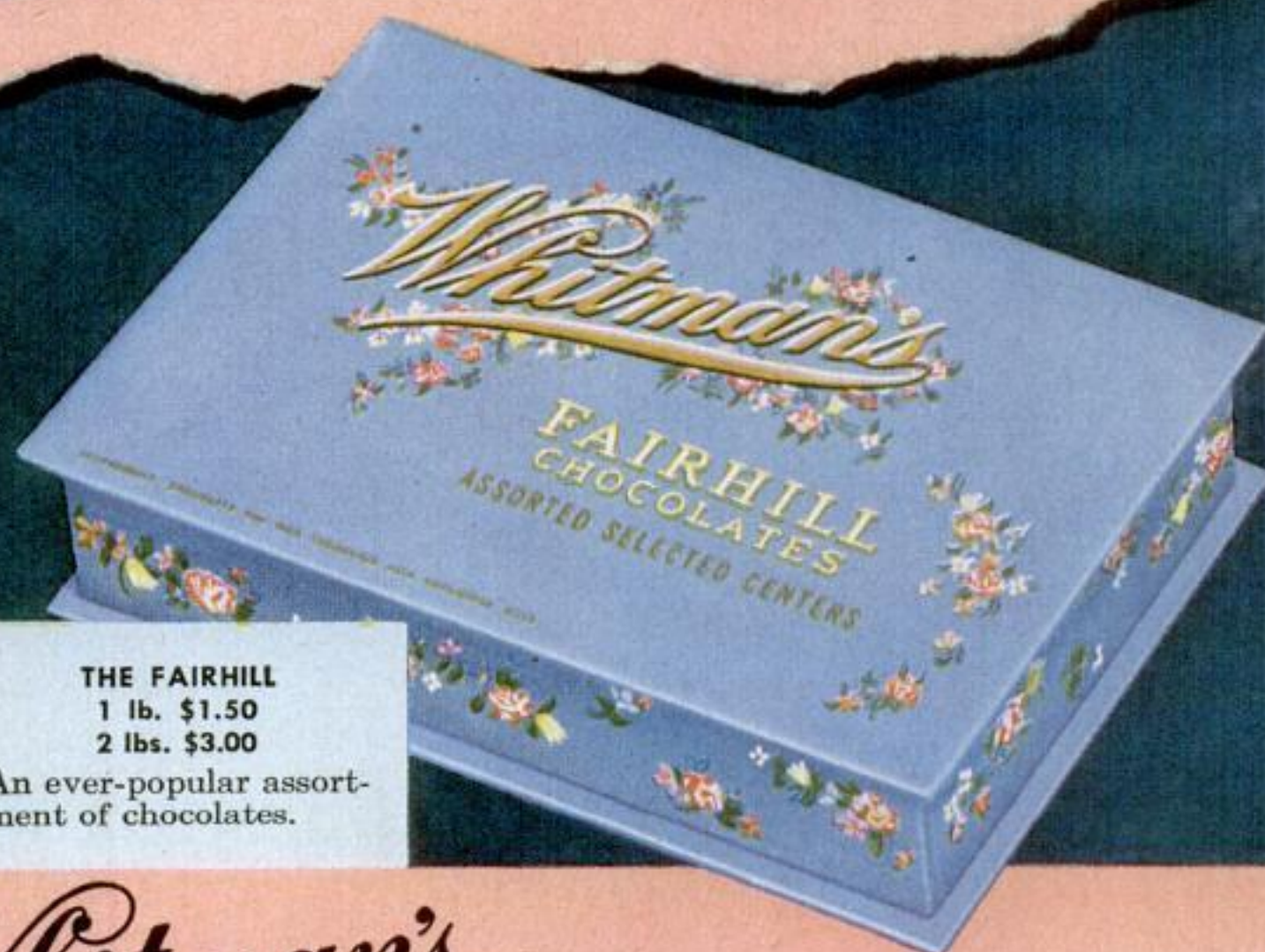
1 lb. \$2.00 2 lbs. \$4.00  
America's best-liked box of candy.

# ONE QUALITY *Whitman's*



THE ANTIQUE BOX  
1 lb. \$1.50  
2 lbs. \$3.00

Unusual assortment in an Early American box.



THE FAIRHILL  
1 lb. \$1.50  
2 lbs. \$3.00

An ever-popular assortment of chocolates.

# YOUR CHOICE OF ASSORTMENTS... ALL *Whitman's*



THE PENN WYNN  
Delicious centers in rich, creamy milk chocolate.  
1 lb. \$1.50



THE PRESTIGE  
Delightfully varied choice of fine chocolates.  
1 lb. \$1.50



**NEW!**  
FRUITS AND NUTS  
An exciting assortment of cordial fruits and nuts.  
1 lb. \$1.75



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPR. 1949, STEPHEN F. WHITMAN & SON, INC., PHILA.





HAND-ROLLING A CIGARET, "DOUGHBELLY" PRICE WAITS FOR REAL ESTATE BUYERS TO BEAT A PATH TO HIS DOOR

## LOW-PRESSURE SALESMAN



AT HIS DESK Doughbelly Price reminds some of his real-estate clients of the late Will Rogers.

It is a rare and blasé tourist, bowling through sun-baked Taos, N. Mex. on U.S. 64, who does not do a double-take when he passes the adobe store front above. Carol ("Doughbelly") Price, Prop. hardly bothers to look up any more when the tourists screech to a stop, back up, snap a picture of his "clip-joint" and drive happily onward. Doughbelly, a reformed cowhand, bootlegger, rodeo star and crap-table dealer, is perhaps the lowest-pressure real estate salesman in the business. His want ads in the weekly *Taos Star* (p. 86) let the buyer beware: "I would like to sell this as I have had it so long I think I own it (but I don't)," his copy says. Or, "Better have a look at this house quick. Someone else might want it. But I don't think so." Despite his habit of damning his properties with such faint praise—or because of it—Doughbelly, abetted by an assistant improbably named Jimmy Valentine, does a \$300,000 annual business in and around tiny Taos (pop. 965)—more than his three competitors together. His own explanation: "People hear the truth so little that when they do they think it's comical. I just don't like to get their hopes raised and then get 'em chilled off." After paying to get his wry humor into print, he is now getting some of it published free. The *Taos Star* has started running short stories by Doughbelly Price.

CONTINUED ON NEXT PAGE

LOOKING  
for SOMETHING  
?



To find the products  
you need—use the  
**YELLOW PAGES**  
OF YOUR TELEPHONE DIRECTORY





FOR LOVELIER HAIR... SPECIALISTS IN BEAUTY SAY

## Pure Castile is the best Shampoo



Wake up the natural beauty of your hair! Let Conti Castile Shampoo cleanse it gently, safely—and economically. Buy Conti Castile Shampoo, made only with 100% pure castile and olive oil.

Laboratory Tests  
Prove that Conti...

Rinses Quickly  
Sets Better and Holds Waves Longer  
Removes Loose Dandruff

CONTI Never Dries Out the Hair or Scalp



# Conti Castile

THE QUALITY SHAMPOO

If you want an

## Above-Average INCOME

STUDY THE  
WORLD BOOK FULL  
PAGE COLOR ADVERTISEMENT  
IN THIS ISSUE.



RECOMMENDED BY  
Guaranteed by  
Good Housekeeping  
NOT AS ADVERTISED THEREIN

HALLOWEEN  
PARTY TREAT!

JOLLY  
TIME POP  
CORN



"I told you not to intercept his passes... he's the one who eats Wheaties."

Devastating aerial attack helps Coach Matty Bell's Southern Methodist team, too! "A training dish I recommend," says Bell, "is a big bowlful of milk, fruit

and Wheaties." Solid nourishment in these 100% whole wheat flakes plus second-helping flavor. Had your Wheaties today? "Breakfast of Champions!"

## Doughbelly CONTINUED



IF FOUND. A man running loose with Fifteen thousand Dollars. With no gray Matter at all and wants to pay three times what something is worth. I have what he wants. Some land. Modern house four rooms Butane gas. It does have water. And a good view. And the owners Amagination. If such a person be found. Bring him to me. Dont send him he wil' get lost on the way.

**NO SALE** results when Doughbelly displays this adobe house, listed in want ad at left, to Harold Coxes of Cambridge, Mass.; they have too much gray matter.



WANTED: Oil and gas man. (Oil on his hair and gas on his stomach). Long on money. I have a real Country Estate. 82 acres of irrigated land. All irrigated. And a big house, all modern. And this is a beauty. Trees and all. Something that you have dreamed about. But seldom see. Cool country. Close to fishing. In fact, this is an ideal place. To get and let the evening sun go down, but have money.

**NO BUYER** fitting Doughbelly's zany specifications (left) has yet shown up to purchase stucco house shown above, but Doughbelly says he still has high hopes.



# We're on NBC

by Fibber McGee

Well sir . . . I and Molly are starting our fifteenth year on NBC this season. If all the chimes that have been rung on our program were jingled together, we'd sell an awful lot of good humor, which is what we're here for anyway. Them NBC chimes have always stood for the best entertainment you could get through a loudspeaker.

I was saying to Molly just the other day: "Kiddo," I said, "what this country needs is more entertainment." "Entertainment?" she says, coming back at me quicker than a yoyo on a six-inch string. "Yep, entertainment." I says, "The average American has more worries than a boa constrictor in a revolving door. He needs to get his mind off his troubles." "You're a little late, Dearie," says Molly, "NBC has already thought of it. Look at

this list of wonderful shows." By George, she's right. NBC has a lineup of shows this season that are newer than a set of Tinkertoys on Christmas Eve, and brighter than a Quiz Kid under a sunlamp.

If you cock a quick gander at the next four pages, you'll get an idea of the good listening coming up this fall on NBC. Including me and Molly and a fellow named Bob Hope on Tuesday night . . . we ain't new, but we're comfortable.



CONTINUED ON NEXT PAGE





**SHEER FUN** day by day, week by week, on NBC with more than those inspired comics, the great Hope and the McGees, Phil Harris and Alice Faye, or than the unpredictable crews of Duffy's Tavern and People are Funny. There's tunefully Irish Dennis Day or acidly jolly Henry Morgan . . . there's the rowdy charm of Truth or Consequences and Dean Martin or Jerry Lewis—merrymakers like The Life of Riley, The Great Gildersleeve or Me and Janie . . . the antics of Eddie Cantor on Take It or Leave It and Robert Young in Father Knows Best . . . the joys of Jimmy Durante and Dave Garroway and the woes of The Aldrich Family. Not to mention the lady-like brass of Ethel Merman, or the refined rurality of Judy Canova.



1.

2.

Clustered here are a few of NBC's stars:

1. Jimmy Durante
2. Ed "Archie" Gardner
3. Perry Como
4. and 5. Alice Faye and Phil Harris
6. Eddie Cantor
7. Bill "Riley" Bendix
8. Hal "Gildersleeve" Peary
9. Henry Morgan
10. Judy Canova

4.

5.

3.





**DRAMA** that has unlimited scope — from the Broadway hits and great stars and plays of The Theatre Guild on the Air and the thrilling stories drawn from the nation's life on Cavalcade of America to the tense mysteries of Mr. District Attorney, Big Town,

Sam Spade, Big Story, Richard Diamond and Dragnet . . . Romance and fantasy alternate with melodrama on Curtain Time . . . Movie hits are recreated delightfully on Screen Guild, Screen Directors Playhouse and Hollywood Star Theatre . . . Powerful drama lives again, drawn from the world's classics, on NBC University Theatre . . . The saga of an American home is the story of One Man's Family — and then there are the true-life dramas of This Is Your Life.



**A WORLD OF MUSIC** from the bright rhythms of Your Hit Parade to the majestic beauty of the NBC Symphony under the distinguished leadership of Maestro Arturo Toscanini . . . The whole range of musical taste from the rural hoedowns and folk songs

of Grand Ole Opry to the varied favorites on the American Album of Familiar Music and the Kay Armen Show, the musical delights of Broadway on the Railroad Hour, the stirring orchestrations of Band of America. Great concert artists appear on The Telephone Hour, The Voice of Firestone and Harvest of Stars. And for lighter moods the great singers of popular ballads are Frank Sinatra, Perry Como, Morton Downey, Mindy Carson and Dorothy Kirsten.







**NEWS** from the famed NBC staff of ace reporters and commentators—men like H. V. Kaltenborn, Robert Trout, Richard Harkness, Ray Henle, Morgan Beatty, John Cameron Swayze,

and W. W. Chaplin—ready to report any news break, from tiny American hamlet or from international capital; heard regularly on such broadcasts as 3-Star Extra and News of the World.

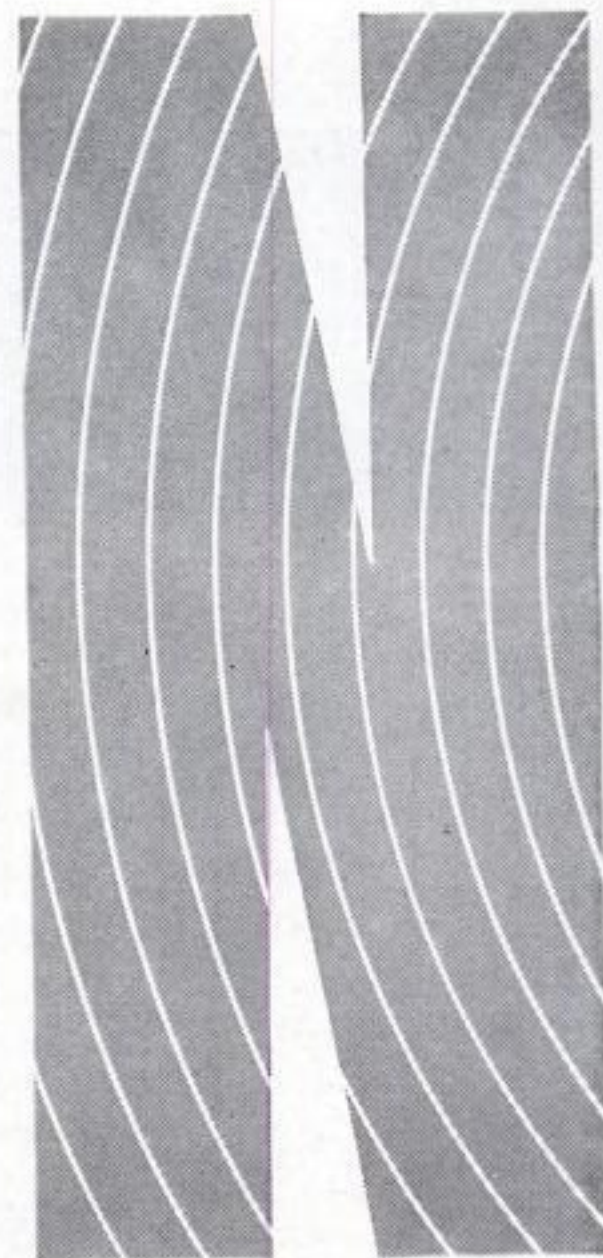
**QUIZ SHOWS** varying from the fabulous new entertainment jackpot Hollywood Calling to the exciting Break the Bank, and wise Dr. I.Q. to the Quiz Kids.

**SPORTS** covered by top notch writers, called by men like Bill Stern and Clem McCarthy. For instance, Football is in the air, and NBC brings you exciting, complete games of major colleges each week.

**PUBLIC AFFAIRS** bringing you stimulating information on matters of personal lives, national affairs and world problems. Such programs as You and the U.N., University of Chicago Roundtable, Living 1949 and America United.

**RELIGION** served by programs dedicated to our major faiths: The National Radio Pulpit, The Eternal Light, The Catholic Hour.

And, all through the day—stories, music, variety to fit your mood. *Morning to evening, tune to NBC.*

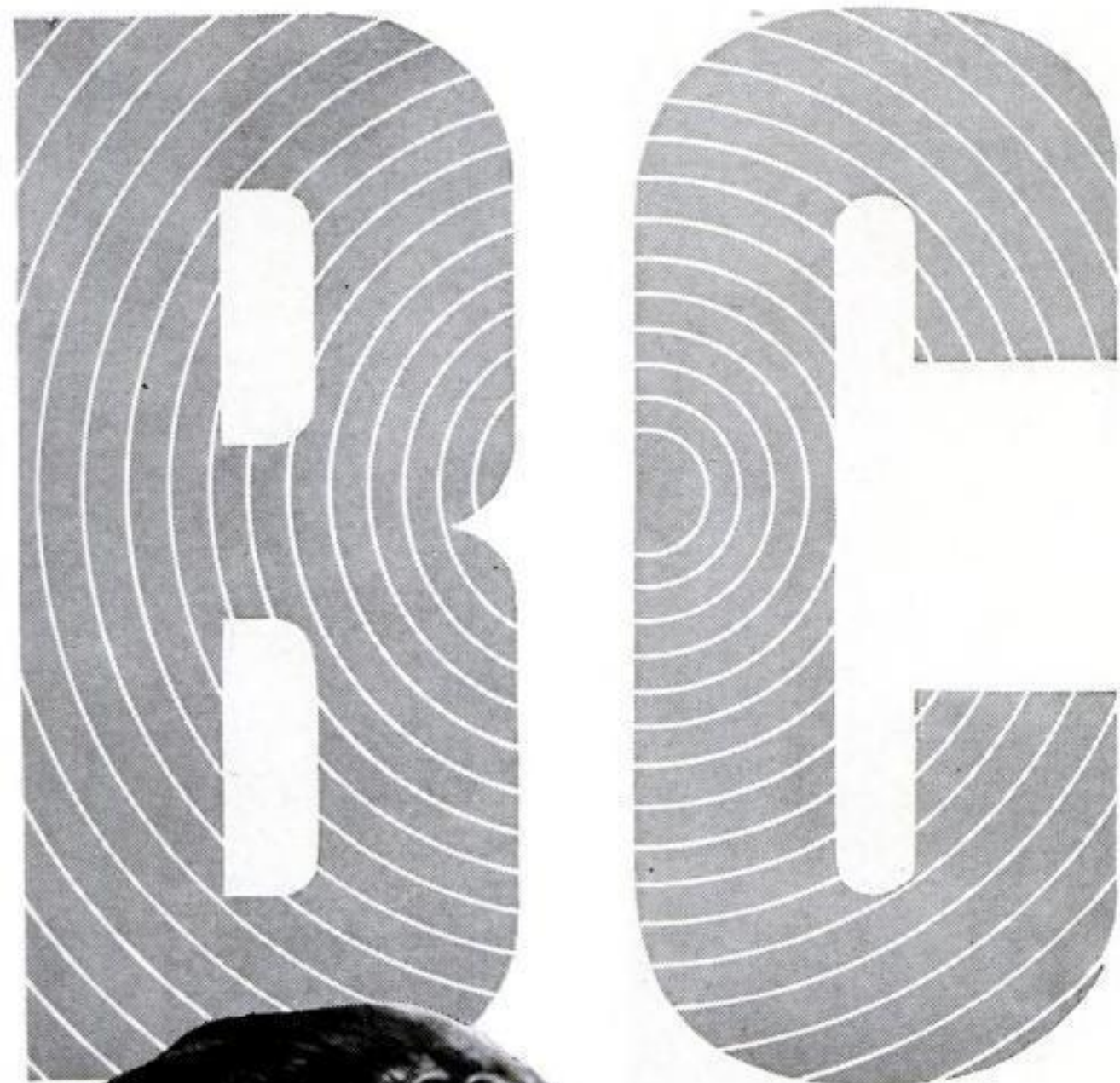


Here are more NBC stars you know:

- 11. Art Linkletter
- 12. Dennis Day
- 13. Bob Young
- 14. Bert Parks
- 15. and 16. Dean Martin and Jerry Lewis
- 17. Ralph Edwards
- 18. Frank Sinatra







As NBC is the first network, so your NBC affiliated station is the finest in your area. In the list below you'll find the NBC station which serves you wherever in America you are. *Remember its dial position, for those magic numbers are your listening key to America's No. 1 radio entertainment—every day of every year.*

**ALABAMA**  
Birmingham.....WBRC..... 960  
Mobile.....WALA.....1410  
Montgomery.....WSFA.....1440

**ARIZONA**  
Douglas.....KAWT.....1450  
Globe.....KWJB.....1240  
Phoenix.....KTAR..... 620  
Prescott.....KYCA.....1490  
Safford.....KGLU.....1480  
Tucson.....KVOA.....1290  
Yuma.....KYUM..... 560

**ARKANSAS**  
Little Rock.....KARK..... 920

**CALIFORNIA**  
Bakersfield.....KERO.....1230  
Fresno.....KMJ..... 580  
Los Angeles.....KFI..... 640  
Sacramento.....KCRA.....1320  
San Diego.....KFSD..... 600  
San Francisco.....KNBC..... 680  
Santa Barbara.....KIST.....1340

**COLORADO**  
Denver.....KOA..... 850

**CONNECTICUT**  
Hartford.....WTIC.....1080

**DELAWARE**  
Wilmington.....WDEL.....1150

**DISTRICT OF COLUMBIA**  
Washington.....WRC..... 980

**FLORIDA**  
Jacksonville.....WJAX..... 930  
Lake Worth.....WEAT.....1490  
Lakeland.....WFLA.....1430  
Miami.....WIOD..... 610  
Orlando.....WOL..... 740  
Pensacola.....WCOA.....1370  
Tampa.....WFLA..... 970

**GEORGIA**  
Atlanta.....WSB..... 750  
Augusta.....WTNT.....1230  
Columbus.....WDAK.....1340  
Savannah.....WSAV..... 630

**HAWAII**  
Honolulu.....KGU..... 760

**IDAHO**  
Boise.....KIDO.....1380  
Pocatello.....KSEI..... 930  
Twin Falls.....KTFI.....1270

**ILLINOIS**  
Chicago.....WMAQ..... 670  
Peoria.....WEEK.....1350

**INDIANA**  
Elkhart.....WTRC.....1340  
Evansville.....WGBF.....1280  
Fort Wayne.....WGL.....1250  
Indianapolis.....WIRE.....1430  
Terre Haute.....WBOW.....1230

**IOWA**  
Davenport.....WOC.....1420  
Des Moines.....WHO.....1040

**KANSAS**  
Hutchinson.....KWBW.....1450  
Pittsburg.....KOAM..... 860  
Wichita.....KANS.....1480

**KENTUCKY**  
Louisville.....WAVE..... 970

**LOUISIANA**  
Alexandria.....KSYL.....1400  
Baton Rouge.....WJBO.....1150  
Lafayette.....KVOL.....1340  
Lake Charles.....KPLC.....1470  
Monroe.....KNOE.....1390  
New Orleans.....WSMB.....1350  
Shreveport.....KTBS..... 710

**MAINE**  
Augusta.....WRDO.....1400  
Bangor.....WLBZ..... 620  
Portland.....WCSH..... 970

**MARYLAND**  
Baltimore.....WBAL.....1090  
Cumberland.....WTBO.....1450

**MASSACHUSETTS**  
Boston.....WBZ.....1030  
Springfield.....WBZA.....1030

**MICHIGAN**  
Detroit.....WWJ..... 950  
Flint.....WTAC..... 600  
Grand Rapids.....WOOD.....1300  
Saginaw.....WSAM.....1400

**MINNESOTA**  
Duluth.....WEBC.....1320  
Hibbing.....WMFG.....1240  
Mankato.....KYSM.....1230  
Minneapolis.....KSTP.....1500  
Rochester.....KROC.....1340  
St. Cloud.....KFAM.....1450  
Virginia.....WHLB.....1400

**MISSISSIPPI**  
Greenwood.....WGRM.....1240  
Hattiesburg.....WFOR.....1400  
Jackson.....WJDX.....1300  
Laurel.....WAML.....1340  
Natchez.....WMIS.....1240

**MISSOURI**  
Kansas City.....WDAF..... 610  
St. Louis.....KSD..... 550  
Springfield.....KGBX.....1260

**MONTANA**  
Billings.....KGHL..... 790  
Bozeman.....KXLQ.....1450  
Butte.....KXLF.....1370  
Great Falls.....KXLL.....1400  
Helena.....KXLL.....1240  
Missoula.....KXLL.....1450

**NEBRASKA**  
North Platte.....KODY.....1240  
Omaha.....WOW..... 590

**NEVADA**  
Reno.....KOH..... 630

**NEW JERSEY**  
Trenton.....WTTM..... 920

**NEW MEXICO**  
Albuquerque.....KOB..... 770

**NEW YORK**  
Binghamton.....WINR.....1490  
Buffalo.....WBEN..... 930  
Elmira.....WENY.....1230  
New York.....WNBC..... 660  
Rochester.....WHAM.....1180  
Schenectady.....WGY..... 810  
Syracuse.....WSYR..... 570

**NORTH CAROLINA**  
Asheville.....WISE.....1230  
Charlotte.....WSOC.....1240  
Raleigh.....WPTF..... 680  
Winston-Salem.....WSJS..... 600

**NORTH DAKOTA**  
Bismarck.....KFYR..... 550  
Fargo.....WDAY..... 970

**OHIO**  
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Cleveland.....WTAM.....1100  
Lima.....WLOK.....1240  
Toledo.....WSPD.....1370  
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**OKLAHOMA**  
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Tulsa.....KVOO.....1170

**OREGON**  
Medford.....KMED.....1440  
Portland.....KGW..... 620

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Altoona.....WFBG.....1340  
Easton.....WEST.....1400  
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Columbia.....WIS..... 560  
Greenville.....WFBG.....1330  
Greenwood.....WCRS.....1450

**SOUTH DAKOTA**  
Sioux Falls.....KELO.....1320

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Corpus Christi.....KRIS.....1360  
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Weslaco.....KRGV.....1290

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Salt Lake City.....KDYL.....1320

**VIRGINIA**  
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Martinsville.....WMVA.....1450  
Norfolk.....WTAR..... 790  
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**WASHINGTON**  
Seattle.....KOMO.....1900  
Spokane.....KHQ..... 590

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# "I FOUND THE HIGHEST MOUNTAIN"



UNDER CHINA'S FLAG, EXPEDITION GUARDS RIDE IN A FRIGID GALE

## An American who risked Amnyi Machen's "jinx" claims that Asian peak is higher than Everest

On May 26, 1922 a British Army officer, General George Pereira, traveling across wild and remote western China 1,300 miles west of Shanghai, came upon a tremendous mountain. "It towers above everything around," he wrote, and from his reports grew the excited speculations that Pereira's towering mountain, Amnyi Machen, might be higher than Everest (29,141 feet).

For geographers, explorers and plain adventurers Amnyi Machen became one of the last great natural challenges, a mountain few civilized men had seen and none had measured. In 1930 *The National Geographic Magazine* published the estimate of Dr. Joseph Rock that Amnyi Machen "towers more than 28,000 feet." Explorers set out to reach Amnyi Machen. After a few died in vain attempts, the legend grew that the mountain's god "jinxed" them. During World War II, U.S. fliers who had strayed north of the "Hump"

route came in with fresh tales of the incredible mountain. Last year an aerial expedition flew to Amnyi Machen and deflated guessers by reporting it only about 19,000 feet high. But the expedition's story was not completely convincing.

The story which LIFE prints here is the most important news of Amnyi Machen since 1922. In it Leonard Clark, an explorer who has made many expeditions to the Far East and South America and served as an OSS lieutenant colonel in China during World War II, claims to have established Amnyi Machen as the world's highest mountain. LIFE has checked Clark's findings with geographical experts who do not accept Clark's measurements as conclusive. LIFE presents his report and pictures as a remarkable adventure story told by a man who braved many unusual dangers to reach Amnyi Machen and who finally (pp. 110, 111) himself became a victim of the mountain's "jinx."

by LEONARD FRANCIS CLARK

**T**HE world's last great unknown, Asia's "god mountain" Amnyi Machen, is no longer unknown. I have approached at close range and measured it. Death and misfortune have come to others who dared its icy ramparts, yet before me now lie the records of my own four months of preparation and fruitful exploration, climaxed by a dash to the very base of Amnyi Machen. By the calculations I made there, its peak stands 29,661 feet above sea level, 520 feet higher than Mt. Everest. I believe without question that I have found the highest mountain in the world.

Mystery and confusion long enshrouded Amnyi Machen because no explorer ever closely approached it. The physical obstacles for men and caravan animals are great: extreme altitudes,

wind and freezing cold, lack of natural foods. Tibet's political isolation also is a factor, jealously guarded as it has been by the great powers of Asia and Europe and by the Tibetan lamas of Lhasa, who hold the whole region to be their own religio-political domain. The explorer must move against the hostile isolationism of the powerful, semi-independent Ngolok (pronounced "go lock") federation of 18 mountain tribes. These fierce cavalry raiders, religious fanatics, worship and jealously guard Amnyi Machen and its surrounding peaks.

My search began to take shape on Feb. 18 of this year, when I flew northwestward from the China coast and landed in flat-roofed Lanchow, capital city of China's Kansu Province. Travel-

ing in a plane carrying much needed cargo over territories torn by civil war, I could take only a single suitcase with few heavy clothes, and at Lanchow I shivered with the cold thrust by howling winds down out of Chinese Turkestan (Sinkiang) and Mongolia; my blood was thin after nine months in the Jivaro headhunting regions of the upper Amazon River.

### Memo to a Bearded Moslem

**M**Y plan to attempt an attack on Amnyi Machen was not easily arranged. I approached by written memoranda His Excellency Governor Ma Pu-fang, the fearsome, bearded Moslem general commanding China's northwest

100 MILES FROM AMNYI MACHEN, A CAVALRY PATROL OF





**EXPLORER LEONARD CLARK'S EXPEDITION PAUSES ON A FLAT GRAVELED SHORE WHERE ORING NOR RELEASES ITS WATERS INTO THE UPPER REACHES OF CHINA'S YELLOW RIVER**

defense against the Communists, proposing that I organize and lead an expedition for him to Amnyi Machen and that he furnish the necessary authorization and field assistance. I contended also that such exploration might show him whether the northwest Chinese armies, in case of defeat, could retreat across the mountain passes into western Tsinghai Province and carry on their anti-Communist campaign there.

In the meantime I found refuge at the German Catholic mission in Lanchow and there met Prince Tsedan Dorje of the Torgut Mongols, a refugee from the Communists in Peiping. Dorje spoke German, French, Mongolian, Chinese and English. That first night of our meeting, shivering mutually from the dusty blasts of icy winds

moaning around the city's wall, we talked about Amnyi Machen. Dorje decided to join the expedition as an interpreter. We studied the records of past explorations. Wilhelm von Filchner's German expedition of 1908 was our most reliable and up-to-date source of information on the approaches. Two weeks passed in work. We ate barley soup and sausages, gray potatoes and string beans, topping off with coffee made from burnt barley. We walked in the city buying old maps, soap, gifts for the Tibetans and warm underwear, and closing our eyes against the swirling dust storms, peering at the ancient walls and forts erected against the invading tribes of central Asia, watching the muddy yellow flood of the Yellow River flow through the city.



**EXPLORER CLARK** holds a trophy of his 71-day trip to Amnyi Machen, the head of a bighorn mountain sheep.



One day Dorje said, "You know, certain lamas called *bomboms* can cause rain to fall on alternate squares as on a checkerboard. They have great magic power and can also predict the things to come. Yesterday I talked to a *bombom* and he raised his thunderbolt, drank from his cup made out of a human skull and told his beads. He said I would reach Amnyi Machen and the weather would be clear."

On March 5 we set out on a westbound Chinese postal truck. Mud villages flew past. On shaggy ponies strangely robed people in fur hats rode by—Mongols, Moslems, Tibetans—all wearing sheepskin robes and curly-toed boots, all carrying rifles. After 120 miles of jolting all day among the passengers packed around us like sardines, and half-suffocated by garlic fumes, we hailed the city walls of Sining glowing with the setting sun. In this outpost of 60,000 Tibetans, Mongols, Chinese and lesser tribesmen, caravans of camels and yaks richly laden and tinkling with bells moved majestically through the dusky, narrow streets. This was the seat of the provincial government of General Ma Pu-fang whom we had come to see.

We were escorted by soldiers to the hostel, a place with double-decked balconies, and soon had a smiling subordinate who led us to the headquarters of the governor, a tall man who was wearing a long blue gown. His bearing was impressive, his beard was silky black, his manners perfect and warmly cordial. Governor Ma informed me that he had decided to adopt my plans. He would equip, furnish, supply and finance the expedition into south Tsinghai toward Lhasa. China had entered the field of Amnyi Machen exploration, aligning her ancient name alongside those of England, France, America, Germany and of czarist Russia. But much effort faced me before the expedition could materialize.

I immediately undertook a short mission of extreme importance—a call on the Panchen Lama, the 11-year-old "living Buddha" whom some 10 million followers honor as the incarnate god of Tibet. At his great lamasery at Kumbum, 20 miles south of Sining, His Holiness received me in audience in the throne room. During the audience pigeons with whistles concealed in their tail feathers flew overhead, providing an eerie musical background to our conversations. His Holiness gave me a letter to all Tibetans, suggesting that they assist and not obstruct our work. I treasured this ally. As I left his palace, lamas and monks were all about the temple buildings, prostrating themselves endlessly before their idols. In the wooden floors they had worn grooves from rising and falling flat before the beloved Buddhas. The small flames of thousands of butter lamps flickered and danced above them, adding a rancid odor to temple air but dispersing very little of the deepening shadows of the great rooms.

### The Governor Orders Dancing Girls

**T**HAT night, back in Sining, Governor Ma held a party in my honor. Before 300 guests the most beautiful girls of High Tartary displayed their silk-covered charms and dancing skill. Musicians played Oriental strains, poets recited, rose-scented wines flowed and we feasted on rare dishes in Moslem style: jellylike sheep tendons, heaps of black-skinned chickens, pigeons strung on swords, yak steaks, bread flat as saddle blankets, gazelle *shashlik* prepared on ramrods. Later I was told that the best *shashlik* is prepared from horse meat salted and tenderized by carrying it on a horse's back under the saddle.

As preparations continued, the indefatigable Prince Dorje continued to reveal his flair for weird tales. He told of a zombielike cult called Tso-Shih (Walking Corpse), whose magicians raise the dead and bring them home to the family burial ground, should a person die while far away from his ancestral place. The corpse walks by itself behind the cult priest. An assistant leads off, beating a gong to clear the way. Another assistant walks behind the corpse. When the party enters an inn the innkeeper supplies a board which is placed at the back of the corpse. The priest utters magic words, causing them to fall down. Then the board and its gruesome burden are stored away until the next morning when the journey is resumed.

But now our preparations were complete. The time for lore had ended. Men and animals stood ready. There were wagonloads of saddlery alone and tons of animal feed. Our soldiers had cleaned and loaded their guns, bootmakers had fitted us out with Tibetan felt boots, and tailors had devised new padded uniforms for wearing under sheepskin and velvet robes trimmed with gold- and silver-woven bands. Our Tibetan robes had sleeves that hung 18 inches below our fingertips. Daggers inlaid with gold and silver and Mauser sidearms completed our amazing costumes. On April 5 the first sections of the expedition left Kumbum Lamasery, 20 miles outside Sining, blessed by its 150 lamas. Our passing the golden-roofed temples was heralded by blasts from tremendous silver horns, some of which exceed 15 feet in length. About my saddle was draped a blue *katak*, a ceremonial silk scarf blessed and sent by the Panchen Lama.

The two magistrates of central and south Tsinghai rode with me on fine Turki stallions. Their robes were of Kashmir velvet, sky blue and ox-blood red, gold-trimmed; their swords and small arms were trimmed with precious metals. Together these two officers controlled for China an area the size of Colorado. Their names were Colonel Ma Sheng-lung and Captain

## HORSES, YAKS AND CAVALRYMEN



**CLARK'S EXPLORING PARTY** scatters across one of the bare, brown plateaus of remote northwest China on the trail to Amnyi Machen. The transport



**AT 15,300 FEET ELEVATION CLARK** (SEVENTH FROM RIGHT) PREPARES TO MAKE THE



**NGOLOK WOMAN** grins at the explorers. She uses yak butter on her hair.



**YOUNG GIRLS** wear sheepskin dresses made by Ngolok menfolk.

CONTINUED ON PAGE 96



# MOVE INTO LAND OF THE NGOLOKS



caravan included a minimum of 80 yaks, 70 saddle horses accustomed to high altitudes, a herd of pack mules and pack horses and, from time to time in lower altitudes, camels.



**A PACK YAK**, saddled for riding, rests as caravan halts on a plain. Black yaks in the background are loaded with provisions. Yaks give rich milk, much used for butter.



**FINAL HIGH-ALTITUDE DASH TO AMNYI MACHEN WITH A PICKED FORCE OF HEAVILY ARMED MEN.** FORKLIKE SILHOUETTES ARE RIFLE RESTS, WHICH STEADY THE AIM ON THE GROUND



**HUNTER** keeps sword handy and right arm bare in all kinds of weather.



**HOLY MAN** spins his prayer wheel. Nomadic Ngoloks worship Amnyi Machen.



**CHIEFS** of four Ngolok tribes pay their respects. Despite a long history of savage hostility to strangers, the Ngoloks did not attack Clark's well-guarded expedition.



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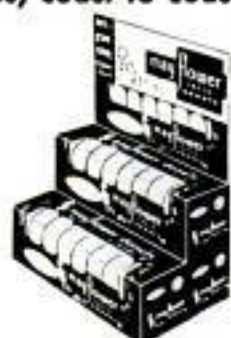
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**DEEP IN ASIA** Amnyi Machen is far more remote than Everest, 850 miles to the southwest. Minya Konka, to its south, is highest measured peak in area; Koko Nor, to its north, a salt lake. Chinese Red army recently took Lanchow and Sining, frightening the Panchen Lama (text, p. 94) from nearby palace.

### AMNYI MACHEN CONTINUED

Tan Chen-te, fierce Moslems, clever men who lived without the knowledge of real fear. Only a month before, in a cavalry charge, Ma Sheng-lung had killed eight men armed with swords and rifles. Sometimes the two of them engaged in a terrible game of lashing each other while their horses plunged and raced, until one of the riders was either beaten into retreat or thrown from his maddened horse.

Our personal bodyguard consisted of a dashing Moslem escort, 50 hand-picked guerrilla cavalymen, each of whom bore at least one wound from fighting the Communists. In addition we had 20 professional Tibetan fighting scouts, Buddhists, none under 6 feet. The transport caravan included 80 yaks (Tibetan oxen), 70 saddle horses bred for work at extreme altitudes, and a herd of pack mules and camels. Of necessity we were considered a military attacking party. Among us were a blacksmith and a veterinary, a medical doctor, a biologist, a lama, a reports officer, a guerrilla tactician, a political liaison officer, a professor of languages and a cartographer.

Winding southward from Kumbum, the long column of men and animals moved across vast Tibetan plateaus, deserts and icy mountain ranges. Weeks were to pass in such travel. After a hard day's ride, often 10 to 12 hours in the saddle, we would form camp. Our eight large tents, blue and white "flower tents" with gaudy designs, glowed in the dusk like jack-o'-lanterns on the plateau. We tethered our yaks in a square to lines pegged on the plain and set up barri-

CONTINUED ON PAGE 98

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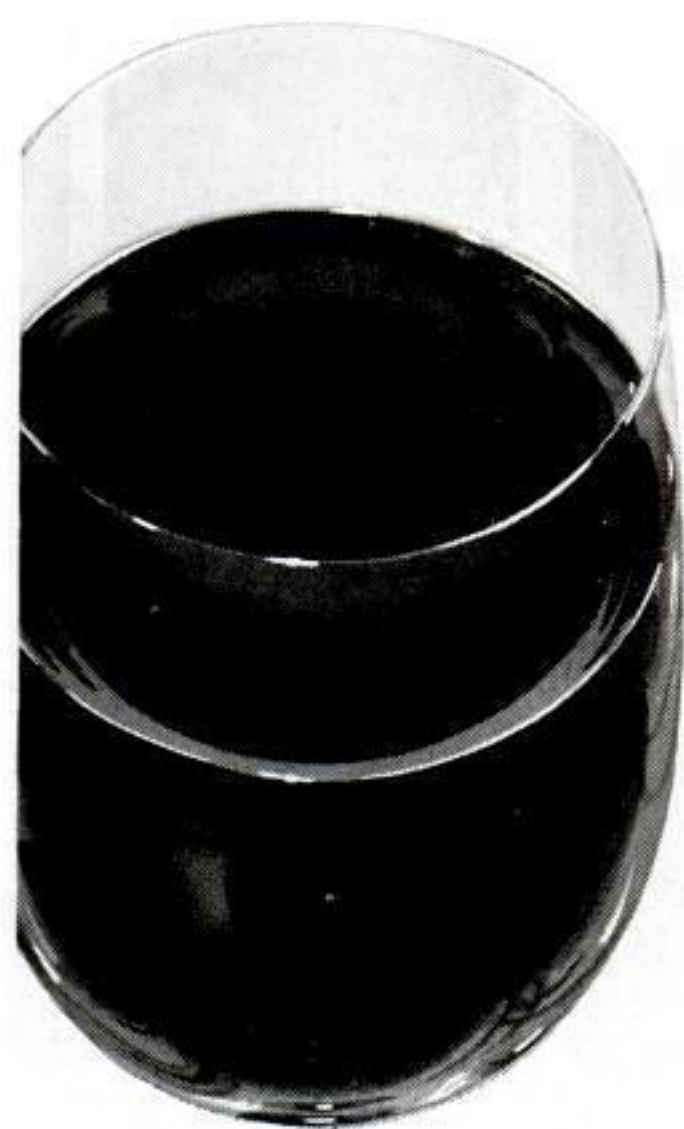
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**TIBETAN TAILOR** Chu-jeh, a happy little man, sits beside barricade made of grain bags and stacked with rifles, repairing the explorers' sheepskin robes.

### AMNYI MACHEN CONTINUED

acades of grain bags for protection from attack. Scouts patrolled our periphery. These precautions were necessary; we heard that an entire Chinese Moslem cavalry regiment had recently lost all its horses in one night; another detachment of 350 Moslem cavalry had been caught and massacred to the last man—all but the commanding colonel, who was suspended by thongs in the Yellow River until drowned.

After a few days we reached the pass of the Sun and Moon mountains. At Fort Tao Tang No, a flat mud court with walls, we rested at night on heated *kangs*, beds with dung fires under them. We were fed bread stuffed with fat and sugar, broiled azure-eared pheasants and braised gazelle meat. We had no vegetables in our diet, but *tsamba* (parched barley flour) and fresh meat seemed to leave us satisfied and strong.

Rolling hills, green with young spring grass, lay all about us as we moved southward now. Giant vultures perched on the rocks gazing at us, flying off only when almost stepped on by our horses; herds of gazelles were always in sight.

At the brink of a great escarpment dropping before us like the edge of some lost world, we found a squat, square Mohammedan fort. Here we annexed a radio crew of five men with a long-range transmitter, so that wherever we wandered we could daily keep in touch with Governor Ma Pu-fang. At night, with a small telescope, we showed the moon to the garrison of the fort and their amazement was complete when they recognized mountains not unlike those about the fort itself.

We came now to a highland lamasery where a sheep was killed in my honor, always a signal of friendly attitude. Prayers were held in the gilded halls, 10-foot-long bronze and silver horns were blown for the gods' propitiation. My quarters were in a luxurious room rich with glowing red carpets and walls painted with multihued chained tigers and golden Buddhas.

When we left next dawn the lamas, singing and bowing graciously, stuffed into our saddle bags sausages of fat mixed with aromatic greases. Mutton ribs were piled on top.

### Scouts Bring Back a Warning

**M**EANWHILE our scouts rode in with news that some officials had been murdered a few miles outside the fort. In addition the magistrate recently had sent 13 men to a distant fort south of Amnyi Machen; all but one were killed during an attack. The survivor was tortured, his eyes gouged out, his tongue, ears and nose cut off; his belly was filled with stones (*memi* stones consigning him to heaven) and his body mounted on a horse, tied in position, and driven into the fort as a grim warning that Tibetans must be consulted on such matters as the movements of strangers. All this warned us to be on the alert. All firearms were stripped and cleaned, especially the machine guns. The weather was windy and dusty, especially in the afternoons; the temperature in the early mornings often 22° F. below zero.

But occasionally we had a change from serious concerns. One noon a chief of the Naja tribe brought in 10 girls, silver-bedecked, fur-clad, to sing and dance. Our troops danced and sang in return.

CONTINUED ON PAGE 100



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**DANCING GIRLS** in Tibetan sheeplined robes and bushy fur hats arrive to entertain the explorers at a big fort about 170 miles southwest of Lanchow.

## AMNYI MACHEN CONTINUED

The Najas yelled, made wolf calls and fired their guns far into the night. By 3 a.m. all was quiet, the fort was securely locked up and snow was gently falling. Except for the weather, we were ready to leave. Local chiefs all the way to Amnyi Machen were sending in messengers saying the caravan could pass through their lands. On the 24th of April our cavalcade started off in high spirits, tingling with expectation.

On May 2, we stood on a windy pass, over 13,000 feet high, searching the horizon to the south. On the faraway curve of the earth beyond nearby ranges of mountains, I saw a low streak of cloud in the blue sky and knew that under it lay the great icy mirror of Amnyi Machen, as yet not visible.

We proceeded off the pass on foot—nearly always in these mountains one rides uphill but walks downhill to save the animals—and aimed at Tossun Lake, described by Von Filchner early in this century. Reaching it, we struck off sharply into the south, riding through snowstorms and at last, late at night, setting up a base camp two days west of Amnyi Machen peak, located for us by scouts in Ngolok disguise.

From this point to the peak only a small, fast party of hand-picked men (pp. 94, 95) would move in on the mountain through the dangerous Ngolok territory. All others would remain behind. They would guard supplies and animals. If we should lose our tents and their precious contents, we would probably perish to the last man.

## The Dash to Amnyi Machen

**M**AY 4 ushered in a snowsquall that briefly blanketed out the western extremities of the Amnyi Machen range which we had seen towering above us, their pink and gray cliffs harboring we knew not how many Ngoloks. While the weather cleared a bear wandered near the camp but did no damage to our yaks; wolves prowled near and howled all night on the lower ridges. The dawn was bright.

"We are ready, Colonel Clark," said my Chinese operations officer, Ma Hsien-jui, grinning from ear to ear and polishing his spectacles.

"And I have made out my will," observed Prince Dorje rather soberly.

The following account of the dash from our base camp to the Amnyi Machen peak is taken from the official field diary of the expedition:

"May 4, 1949, Wed.—It is 10:15 p.m., -5° C. (23° F.). No wind, stars out, new moon. Prayers are being said by the soldiers, both Moslem and Buddhist. The Moslems spread their capes as prayer rugs and face Mecca; in fast cadence the Tibetans chant, 'On mani padme hum' ('O, the Jewel in the Lotus, Amen')."

"May 5, Thurs.—Just dismounted from my big black stallion after 10¾ hours in saddle. On leaving base: temperature -11° C. (+ 12.2° F.), blustery, low pressure area. Direction of day's ad-

Quick,  
Cooling  
Relief  
for  
Burning  
Tired Feet!



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■ Quinsana Foot Powder helps cool and soothe burning tired feet! It acts to absorb excessive perspiration, thus helping to keep feet dry, comfortable—and to combat foot odor.

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opened in the U.S. in a  
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**chicken & bones**  
FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

CONTINUED ON PAGE 103





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can't help dreaming  
...about the  
gift that starts the home!*

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No. 2368 Lane Special (shown above). The front has matched American Walnut Stump at each end and four piece matched American Walnut longwood in center.

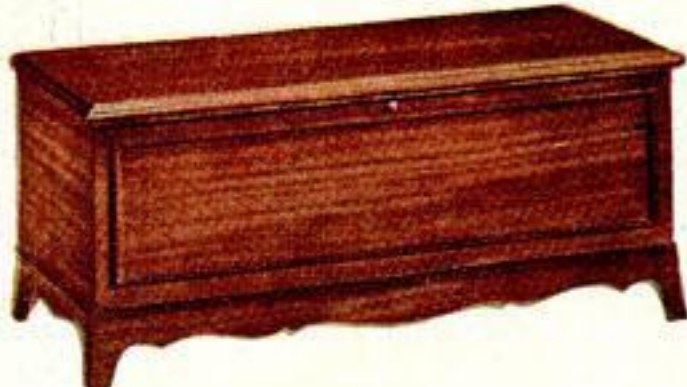
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**2. Get Set!** Letting young dog sniff the duck, Henry W. Norton, breeder of champion Golden Retrievers, piques young dog's curiosity still more, making it more eager for the retrieve. Meanwhile, restless puppies have wandered away to play tug-of-war with a fascinating old burlap sack.



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**Smooth and Mellow**

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## AMNYI MACHEN CONTINUED

vance easterly and a few degrees south. Eyes burned by sun reflecting off snow fields. . . . Potholes covered with thin ice sheeting and snow drifts were traps for the horses who fell and stumbled constantly.

"Silence and distance are the dominating features of these mountain regions. Earth and stone, when bare of snow and ice, are red, brown, black.

"Snow, wind and sun have burned faces badly. The men cover theirs when possible with scarfs. Snow glasses must be worn; Tibetan types are convex-shaped and of black thread mesh, very effective. At 5:50 p.m. shot two bighorn rams out of a herd of 300-plus, a beautiful sight as they ran scattering up the mountain.



**LIVING BUDDHA** of Amnyi Machen gives Clark his blessing.

"Saw-toothed range, all snow and ice, very high, standing in east. We came upon an old Ngolok shepherd-er who was surprised at seeing us riding in from the west—a good sign as their reconnaissance scouts must yet be unaware that we are so close in.

"Big blue clouds forming this evening. Expect to raise Amnyi Machen peak tomorrow. Scouts are out, changing guard every hour due to the intense cold tonight. Ma Ksien-jui has dysentery. Everybody a bit jittery tonight. Wouldn't mind a hot toddy myself.

"May 6, Fri.—Camped today on ridge above river. We are now beside the Amnyi Machen range, which is in clear view of me at this writing! Early this morning left camp at 6:30, altitude 12,792 feet, temperature -2°C. (+28.4°F.), with ice cracking like artillery fire in the river.

"At 8:30 a.m. today saw from a ridge looking eastward a white mountain mass of rounded, upleading ridges, crowned with wide saddles and domes. It was the culminating point of the central mountain mass—Amnyi Machen peak itself. Surrounding it were great peaks and mountains (chains of them), all snowy, flashing in the sun's strong rays. At 11 a.m. saw four herds of wild ass in a valley, must have totaled about 700 to 750 heads; killed one for meat, galloping up to observe the Moslem ceremony of blood-letting by slashing the throat. All 'dead' meat the Tibetans and I eat; all 'live' (purified by letting out blood) meat goes to the Moslems.

"Amnyi Machen peak lies back of two big points on this side. Would be tough to climb. A shallow rift, or glaciated valley, strikes eastward along its north flank, and this must be traversed to get a sight by instruments.

"At 12 o'clock ran into three Ngoloks skinning a wild ass just shot. They warned us in Tibetan to leave and lose no time about it, waving both guns and swords at us. This was a very brave thing to do as our guards were already itching to cut their throats, fearing them to be scouts. I demanded they be left alone.

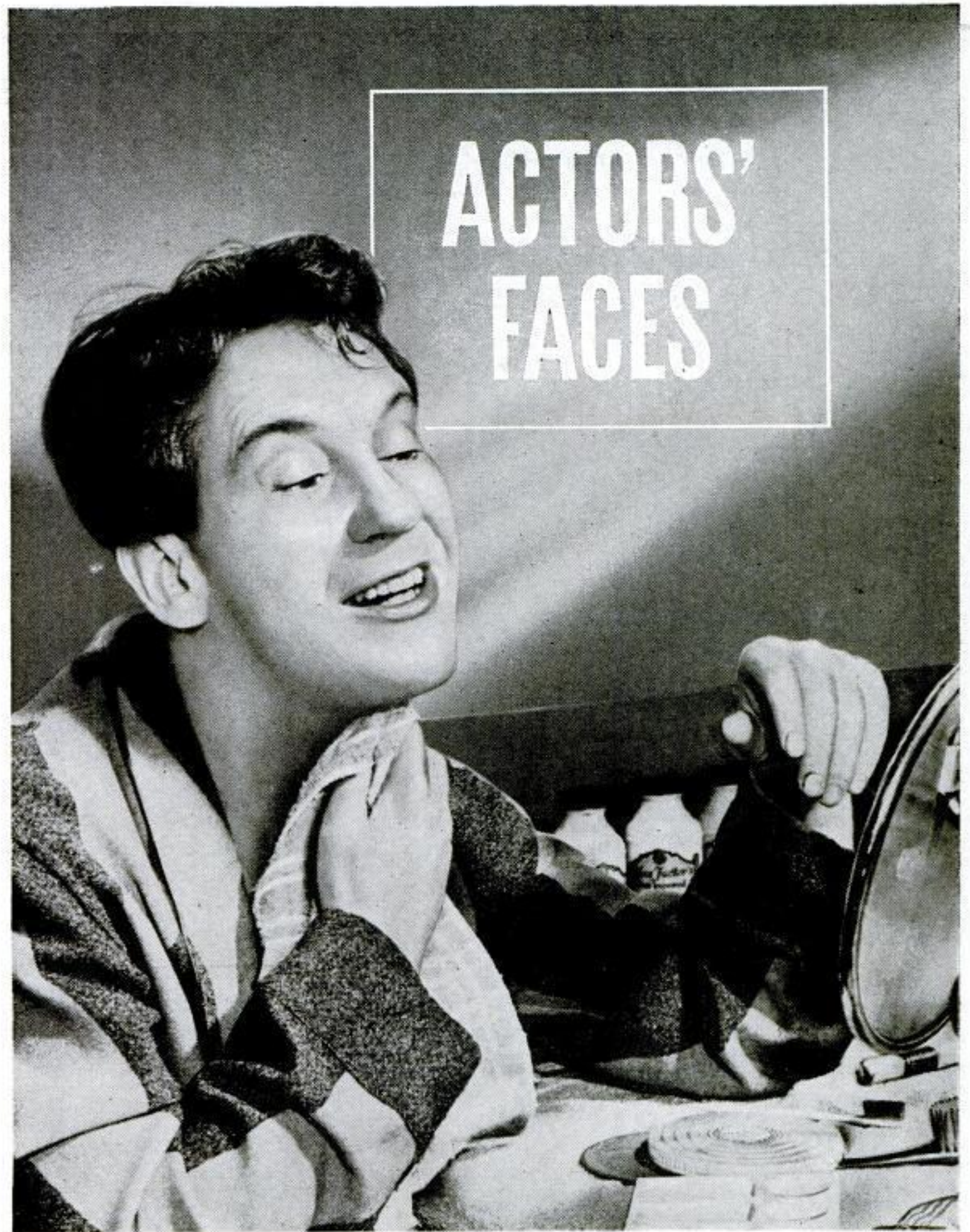
"About mid-day we dismounted and took first instrument observation of Amnyi Machen peak (pp. 104, 105). As the baselines had to be measured by tape, we took considerable time, for the distances were 1,000 meters (3,280 feet) on level ground straight to the peak.

"The whole mountain was covered with snow and ice from its base in the 15,000-foot level to its ridge or domelike peak. Only the thin dark edges of stony ridges running upward toward the culminating peak were clear of snow and ice. Possibly the wind never ceases in the higher regions. Amnyi Machen peak is a great fortress, the pinnacle of the earth's crust, with mountain range upon mountain range laid down for its foundations. . . . We are the first to approach closely and to take measurements. . . .

"The swiftness of the dash to the base of the peak had prevented any large bands of Ngoloks from reaching us. A few, however, came



**SURVEYOR** shows the instrument that measured mountain.



**BURGESS MEREDITH**, photographed here in his dressing room, shows how rubbing off make-up can make an actor's face extra-sensitive. No wonder so many stage and screen stars rely on Williams for easy-on-the-face shaving.

## Actors' faces are extra-sensitive

**THAT'S WHY BURGESS MEREDITH SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM**

"Wearing heavy stage make-up, then having to rub it off with rough towels keeps my face tender and sensitive," says popular Broadway and Hollywood star Burgess Meredith. "So I doubly appreciate the ease of shaving with Williams. It's gentle to the skin—never irritates."

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Blended from the purest, mildest ingredients, Williams leaves the face

soft, smooth and comfortable after shaving. That's why actors, like millions of other men who take pride in their appearance, depend on Williams for the young, healthy look that goes with good grooming.

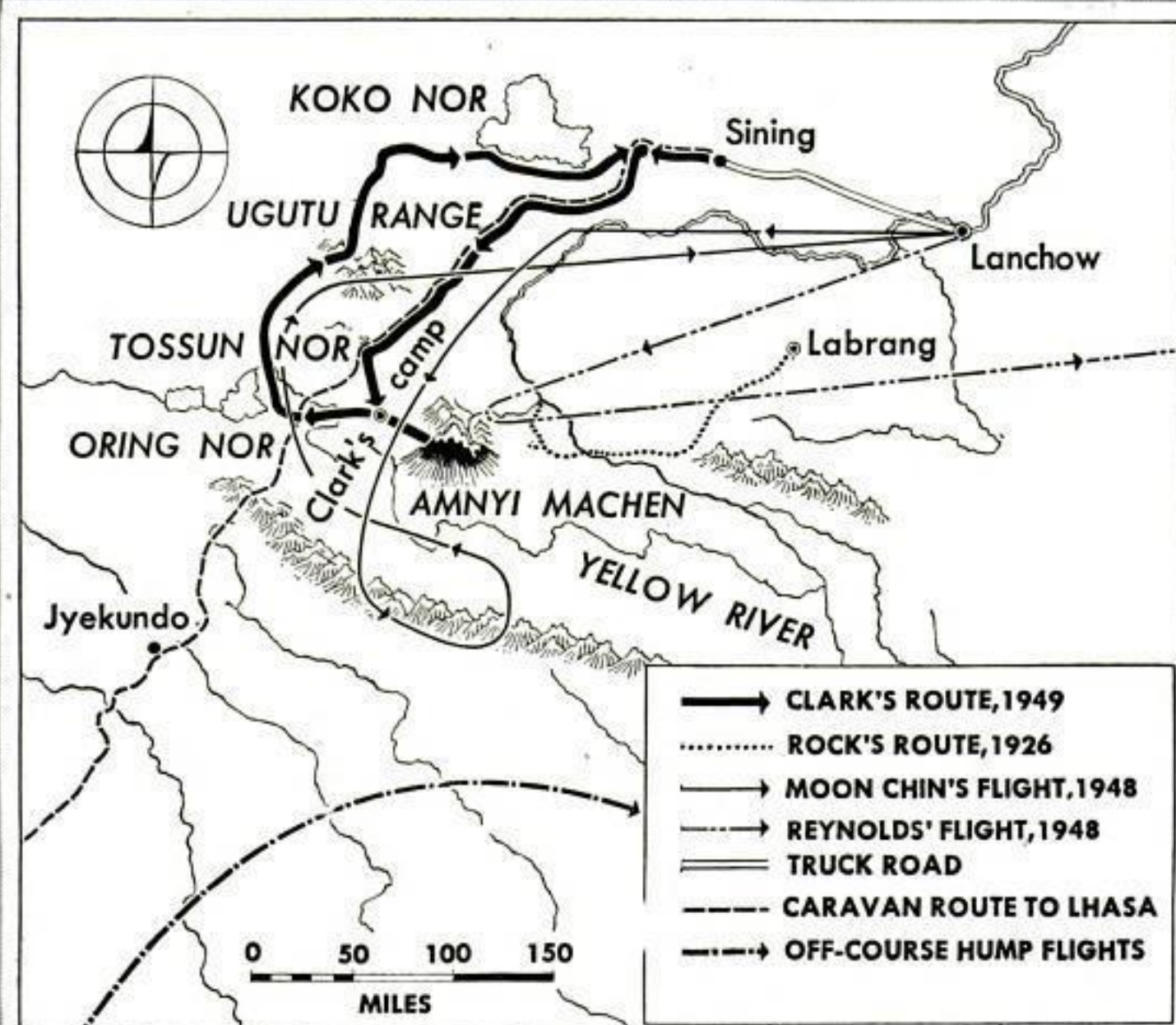
**Lather or brushless?** If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.

**TEXT CONTINUED ON PAGE 106**  
**ON NEXT PAGE: PICTURES OF MOUNTAIN**

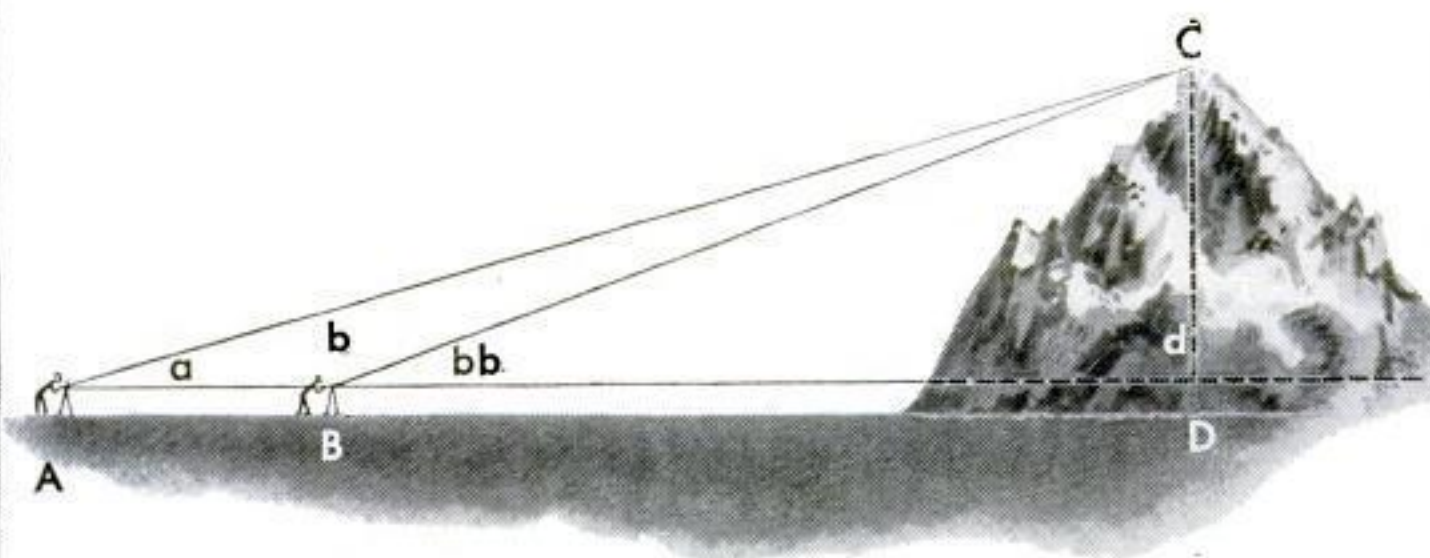




**THE SEARCH** for Amnyi Machen has followed the main trails shown above since Britain's General George Pereira saw its north side from 70 miles away in 1922. Dr. Joseph Rock approached from east in 1926, photographed it (*below*). Captain Moon Chin flew an 8-shaped pattern over the area in 1948, obtained aerial pictures (*opposite page*). Reynolds flew through clouds and his course is only approximate. Clark's expedition also went to Yellow River's headwaters.

## IS CLARK RIGHT?

The crowning minutes of Leonard Clark's search for Amnyi Machen came as he stood on a snow-patched plateau (*right*) and, with a Chinese surveyor's help, measured angles and lines (*below*) that seemed to tell him he had found the king of mountains. But it is clear already that Clark should have spent more time there and worked more precisely. The U.S. Coast and Geodetic Survey last week, after carefully checking Clark's computations, said his readings were too coarse, since they are carried only to minutes, instead of seconds. "His instruments," said an official, "could be inaccurate to half a minute—a possible error of 16%." Such an error could make Amnyi Machen 2,424 feet lower or even higher than Clark thought. In addition, Chinese map readings from which Clark took his base altitude are unreliable. A mountain survey expert, Director Bradford Washburn of the Boston Museum of Science, thought snow formations in Clark's pictures indicated a maximum peak of 24,000 feet. Nevertheless the experts felt that his figures, if authentic, indicated he had seen a very high mountain. Moon Chin's estimate that Amnyi Machen was only 19,000 feet high seemed to dispose of it as a rival to Everest. Clark's calculations, however questionable, once again make the mountain a contender for Everest's title.



**HOW CLARK MEASURED PEAK** is shown above. He "drew" triangles ABC and BCD. His purpose was to find height of Amnyi Machen above plateau. Line AB was measured out, 1,000 meters by tape. Angles a and b were measured by instruments. Knowing length of one side of triangle and size of angles, he used trigonometric formula to get length of line BC, which is also one side of triangle BCD. He computed angle bb and knew, since line CD was perpendicular, that angle d was a right angle (90°). He thus had one side and two angles of triangle BCD and could compute length of perpendicular. He added this to the height of the plateau above sea level (15,300 feet), obtained from Chinese maps which he double-checked by taking barometric pressure and the boiling point of water.



IN A GRASSY VALLEY BELOW THE MOUNTAIN HE CLAIMS IS AMNYI MACHEN, EXPLORER



**DR. ROCK'S AMNYI MACHEN** is cloud-topped, snow-encrusted. He took this picture in 1926 from an estimated 40 miles east of the peak, while collecting botanical specimens for Harvard. He guessed it "towers more than 28,000 feet"—a guess which fascinated explorers after *The National Geographic Magazine* published it in 1930. But last week in Rome, Dr. Rock inexplicably reversed a story he has held to for more than 20 years, told a LIFE correspondent Amnyi Machen was "definitely not over 20,000 feet."





CLARK ADJUSTS TRANSIT WHICH HIS EXPEDITION USED TO MEASURE ALTITUDE OF PEAK. HIGHEST POINT IS PROBABLY TINY TRIANGLE AT LEFT OF AND BEYOND CENTRAL DOME



**AIRPLANE PILOT'S AMNYI MACHEN**, photographed by Rowan N. Neff of the American Air Force during a flight between India and China in March 1943, seemed almost bare of snow. Neff was flying at 22,000 feet and thought the mountain "much higher." Neff was north of the usual "Hump" route when he took this picture. Lack of snow makes it doubtful that this jagged mountain is the same one as Dr. Rock's (*left*) despite similar profiles. Many other "Hump" pilots thought they saw Amnyi Machen.



**MOON CHIN'S AMNYI MACHEN** is a hoary-domed mass (*background*) ruling a range of lesser mountains. This picture was taken in April 1948 when Chinese-American aviator Moon Chin flew a party of American and Chinese correspondents from Lanchow over the Amnyi Machen range and others nearby (*map, opposite page*). Gathering clouds kept Chin from flying around the central peak, but he estimated it to be only 19,000 feet high. There is some question that the mountain Moon Chin saw was really Amnyi Machen.





**SNARLING MASTIFF** is held by Ngolok master as expedition nears. When set upon by unleashed mastiffs, the explorers had to scare them off with whips.

## AMNYI MACHEN CONTINUED

peacefully into camp saying they were of the Kaguma tribe. We described airplanes to them and they said none had ever flown over the Amnyi Machen central peaks. An old man spinning clockwise a large prayer wheel of leather, gold and silver said the great sacred mountains about us were named *Djegardensheng* (White Rock) lying east of Amnyi Machen; *Toker Ibdjin Nowu* (Place before the Precious Stone) to the south, and *Shuniwhun Djegarang* (Uncle of the God) on the west. To the southwest lies *Yev Serengajev* (Father of the God Peak). He pointed out that none of these mighty peaks ever avalanches like others in Tibet. Through glasses, however, I spotted a wide avalanche scar near the summit of Amnyi Machen.

"Amnyi Machen, the Holy Mountain, means, according to these Ngoloks, Name of the Greatest God. Other translations have it Grandfather of the Peaks or Grandfather of the Yellow River.

"The old man warned us about returning through the pass we had taken leading into the sacred area, as an ambush might be lying in wait for our return to the west. We must make sacrifice to the spirit of Amnyi Machen and then leave quickly by a new route. For this useful advice we were grateful.

"May 7, Sat.—Left camp 7:45 a.m. with 10 armed men to survey, photograph and sketch Amnyi Machen further along its north side and to look east of the main peak if possible. Our direction was easterly up the rift. Climbed steadily, the horses stopping every few hundred yards to catch their breath.

"Big clouds began coming in from the northeast, the wind subsided and a great calm seemed to descend over us. At two encampments of Ngoloks giant, shaggy mastiffs were turned loose on us, but no shooting. A strong west wind sprang up at 11:33. At 1:45 p.m. a snowstorm hit us. Momentarily we were stopped cold. Suddenly the clouds parted overhead, and with a yell we put the horses to the slope to gain a point along the river bank suitable for recording our altitudes and angles. Several observations obtained on the north face of Amnyi Machen; a pretty lady. . . .

"Setting down the base lines by tape measure, the soldiers ran as fast as the altitude would let them; this was our last chance. The clouds rushed in as we finished our work. We turned our horses into a new snowstorm and headed for camp. Ngoloks had gathered there, warning us to leave, but their hand was stayed by the intercession of a Yellow Sect lama, to whom we had shown our letter from His Holiness, the Panchen Lama. This last-minute savage threat from the feared Ngoloks was thus averted."

## Westward toward the River

**B**EFORE dawn of the next day camp was struck, horses were saddled, and we rode hard and happy into the west. The course followed a pink stone ridge and led by the mouths of three passes anatomically named "Neck Joint," "Back Joint" and "Tail Joint." Two days west of Amnyi Machen peak we were welcomed back to base camp by our companions. The mountain phase of our expedition was completed to the satisfaction of all. Not one man nor even one animal had been sacrificed to Amnyi Machen, which now must be recognized as the highest point yet discovered on earth (pp. 104, 105). With our first mission accomplished, we headed still deeper to the west, toward the unexplored headwaters of the Yellow River.

CONTINUED ON PAGE 109

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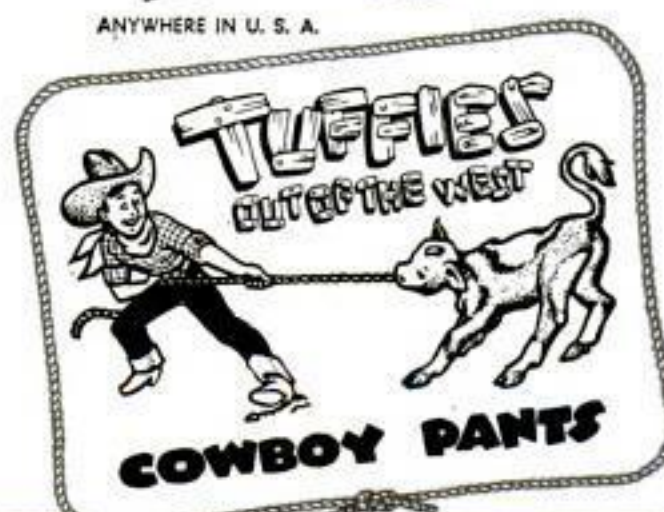
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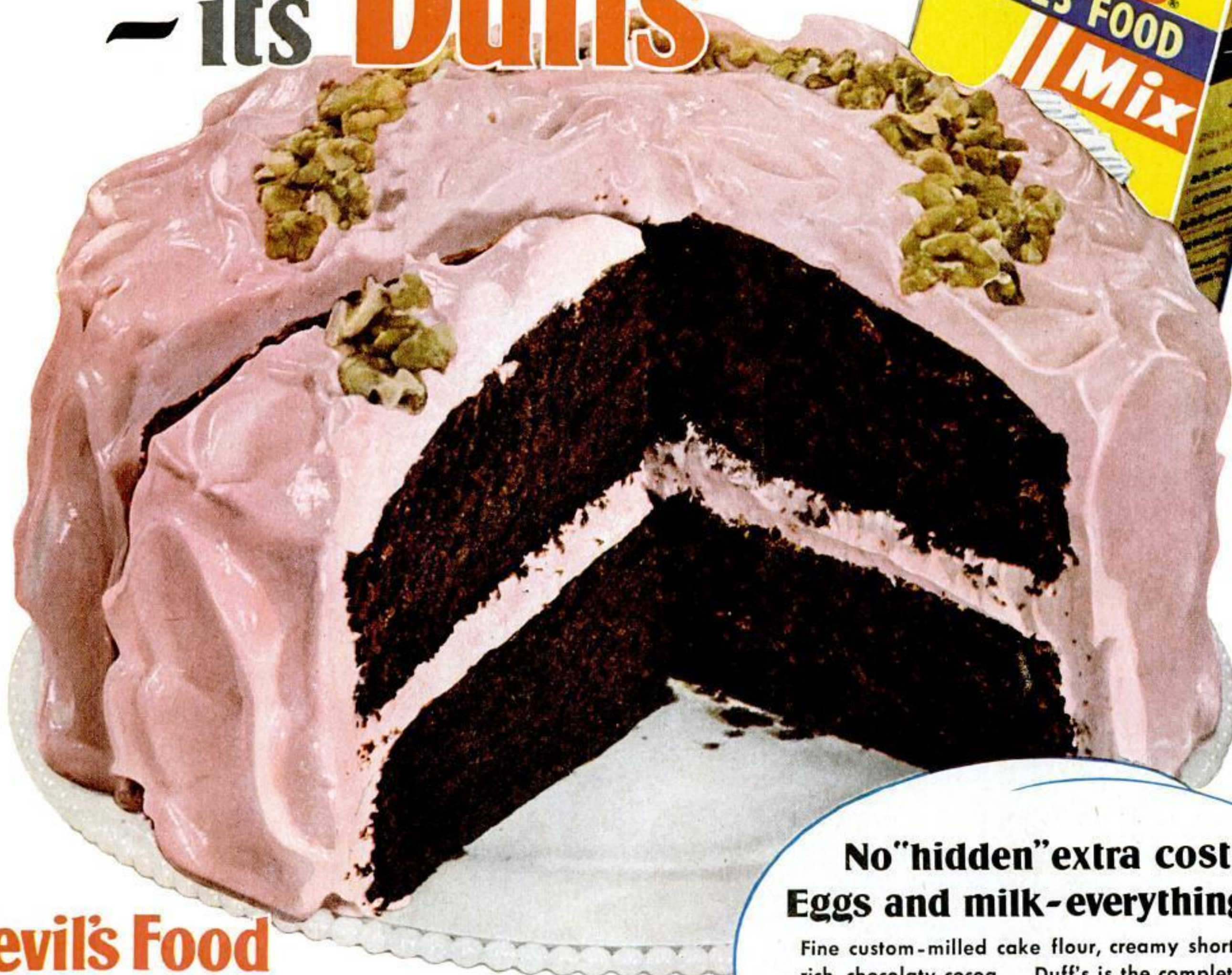
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**BETTER BY FAR** than any devil's food you've ever tried. Luscious, dark, chocolaty! Only pure, rich ingredients and Duff's long cake-mix experience could make it so good!

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**QUICK**—Only 5½ minutes from box to oven.  
**ECONOMICAL**—Costs ¼ less than home recipes.



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use Duff's Spice Cake Mix. Like all Duff's Mixes, it's complete, fully-prepared. Pure, imported spices, milk, eggs, finest quality cake flour—everything's in to make a rich, fragrant spice cake.



### .. and for Better WHITE CAKE

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CAKE SERVER  
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## BIRD

### Armorlite and Linoleum

#### FLOOR COVERINGS

EAST WALPOLE, MASS.







**HOMEWARD BOUND,** Explorer Clark relaxes on a shaggy Tibetan riding camel. On Tibet's plains camels are faster than yaks, can do 20 miles a day.

## AMNYI MACHEN CONTINUED

We labored westward over a 13,000-foot pass strewn with yak and horse skeletons. The region abounded in riding and pack animals and we added to our caravan. As I surveyed our camp that night, I counted over 350 of all kinds—yaks, camels, horses, mules and oxen. The expedition by now included, besides mule skinnners, soldiers and servants, a force of 150 yak drivers.

By May 13 we had reached the Yellow River and forded it near its source, where it was about 75 feet wide and flowed rapidly. On its west bank we camped and fished for carp, a delicious, sweet-fleshed gold fish measuring from 18 inches to 2 feet in length. We feasted on yak, gazelle, fish, yak-buttered tea and *tsamba*, and rested content. Two days later we broke camp in a cold wind from the west and moved on, with our regimentals flying on two standards and bugles gaily stepping up the horses' paces. The course now led through blinding snow, and after some hesitation as to direction we came out as planned above Oring Nor, the great lake from which the Yellow River directly flows. It is a Ngolok legend, related to me by a *bombom* in his black hair tent, that three of the largest Tibetan lakes were once lambs that grew up and magically turned into water. We explored the area thoroughly, sending mapping parties riding in many directions. We concluded that six great lakes, funneling through the Oring Nor outlet, are the main sources of "China's Sorrow," the Yellow River.

On May 24 we rode north toward Chakar Fort, an ancient Mongol bastion, keeping to the saddle for two days. As we approached late in the second day, after 13 hours of pacing, a terrific wind, dust and hail storm hit suddenly. The lake pack-ice began piling up on the nearby shore, screeching and grinding. It broke under the pressure of countless tons of ice; great leads opened far into the sea and boulders were pushed like pebbles 50 feet up the steep shore. Tents flew away and the Tibetans were frantic. But we rode into the fort with little damage except the loss of three pack horses which had blown over a cliff into the sea.

## Ice and Avalanches

**H**OMEWARD now, the trail led through more unknown land. We crossed the tremendous range of the Ugutu Mountains, black, snow-streaked and jagged, its tallest peaks from 18,000 to 20,000 feet high. The horses breathed hard, for every step across the pass we followed was slippery with ice, and snow fell intermittently. The roar of avalanches came often. We rode and stumbled down a steep slope of sharp, new-broken shale, into a land where all manner of mountain game prowled and eagles soared. Near our new camp we killed two bighorn sheep. Then, moving down through fields of crocus, buttercups, lilies, broom, we came to a winding river, which we forded four times in one day, losing five yaks and their loads. In the lowering altitude some of the yaks began bleeding at the nose. On June 1, camping at an old fort, we traded yaks for camels and oxen before striking on eastward past Koko Nor, the great blue sea, to Sining. As we approached Sining's city walls again our cavalry broke into the last trail songs—*The Flying Crane Dance*, *Everywhere Is the Perfume of Peonies* and a final change, accompanied by the firing of guns into the air while riding at a wide-circling gallop, *When Can We See Our Friends Again?*

CONTINUED ON NEXT PAGE

aren't you glad  
it's **FRIDAY?**

Friday's the night you hear The Fat Man, radio's fast-moving criminologist, presented by PEPTO-BISMOL over ABC stations. Shown below is The Fat Man himself, J. Scott Smart



...but LOOK OUT for  
"WEEK-END STOMACH!"

**LISTENING TO THE FAT MAN** on Friday is a great way to start the week-end—but remember, over-indulgence in food and drink can make your week-end pretty sad.

If your stomach is upset, be *gentle* with it—take soothing PEPTO-BISMOL and feel *good* again.

PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls—gives *fast 3-way relief*:

- 1 Helps calm and quiet the upset.
- 2 Helps retard fermentation and formation of gas.
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Whenever you suffer from acid indigestion, heart-burn, diarrhea or other common digestive distress, take pleasant, soothing PEPTO-BISMOL. At all drug stores.

**Pepto-Bismol**

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Luscious morsels of candy goodness  
that please the taste  
and make it call for more!



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*For a Sweetheart of a Figure*

**Life by Formfit**

AMNYI MACHEN CONTINUED

## "THE JINX"

**Baneful power Amnyi Machen exerts  
on intruders now claims Explorer Clark**

The most convincing "curse" of this century came from King Tut's tomb, which poured exotic revenge on invaders (20 men died in 11 years, some mysteriously). Amnyi Machen's jinx is not yet the equal of Tut's, but the misfortunes which come to those who intrude are beginning to look more than coincidental—even though the first man to photograph the mountain, Dr. Joseph Rock (*below*), is healthy 20 years later and contends that jinx talk is "nonsense."

At Canton early in September, Explorer Clark wrote, "Schäfer, the German naturalist . . . notes that 11 previous expeditions have been unsuccessful; he, himself, was imprisoned. One French explorer, Dutreuil de Rhins, was laced up in a leather bag and tossed by Ngoloks into a river where he drowned. Wilhelm von Filchner, while exploring Tibet for the German general staff . . . was plundered. Dr. Migot, a Buddhist scholar, was . . . robbed and set afoot naked. . . ."



DR. JOSEPH ROCK (1927)

The explorer who excited the world about Amnyi Machen in 1922, Britain's Pereira, died on another trip to that vicinity just a year later. Author Harrison Forman set out to find the peak in 1934, but bandits killed two of his party and he never reached the mountain. The airline manager Moon Chin (*right*), who flew around the mountain in 1948, has run into profitless and difficult times since then; a student of hexes would not charge it all to the Communists who have eliminated most of his routes. The ominous ways of Amnyi Machen showed up plainly after the Reynolds expedition of 1948.

Before Reynolds' big plane ever reached Tibetan skies the landing gear collapsed (*below*) and the scientific team had to abandon the expedition. With Bill Odom as his pilot, Reynolds made a secret flight over the mountain in bad weather. When he got back to Shanghai he was put under virtual arrest and had to escape China by tossing out handfuls of ball-point pens to runway guards and coolies. Shortly after that Reynolds lost the president of his pen company by resignation. Next the chief Chinese scientist involved in Reynolds' planning died. A few weeks ago at Cleveland, only 16 months after his Amnyi Machen flight, Bill Odom crashed his plane into a house, killing himself and two others.



PILOT MOON CHIN (1948)

The latest exhibit in Explorer Clark's compendium of "death and misfortune" is himself. Within a week after he had written his story he got into a brawl during which two men died from shots fired by Clark's gun. One of the dead men was an American trader whose wife Clark admired. Clark himself (*opposite page*) lay wounded and under the watchful eye of the Chinese police in a Canton hospital.

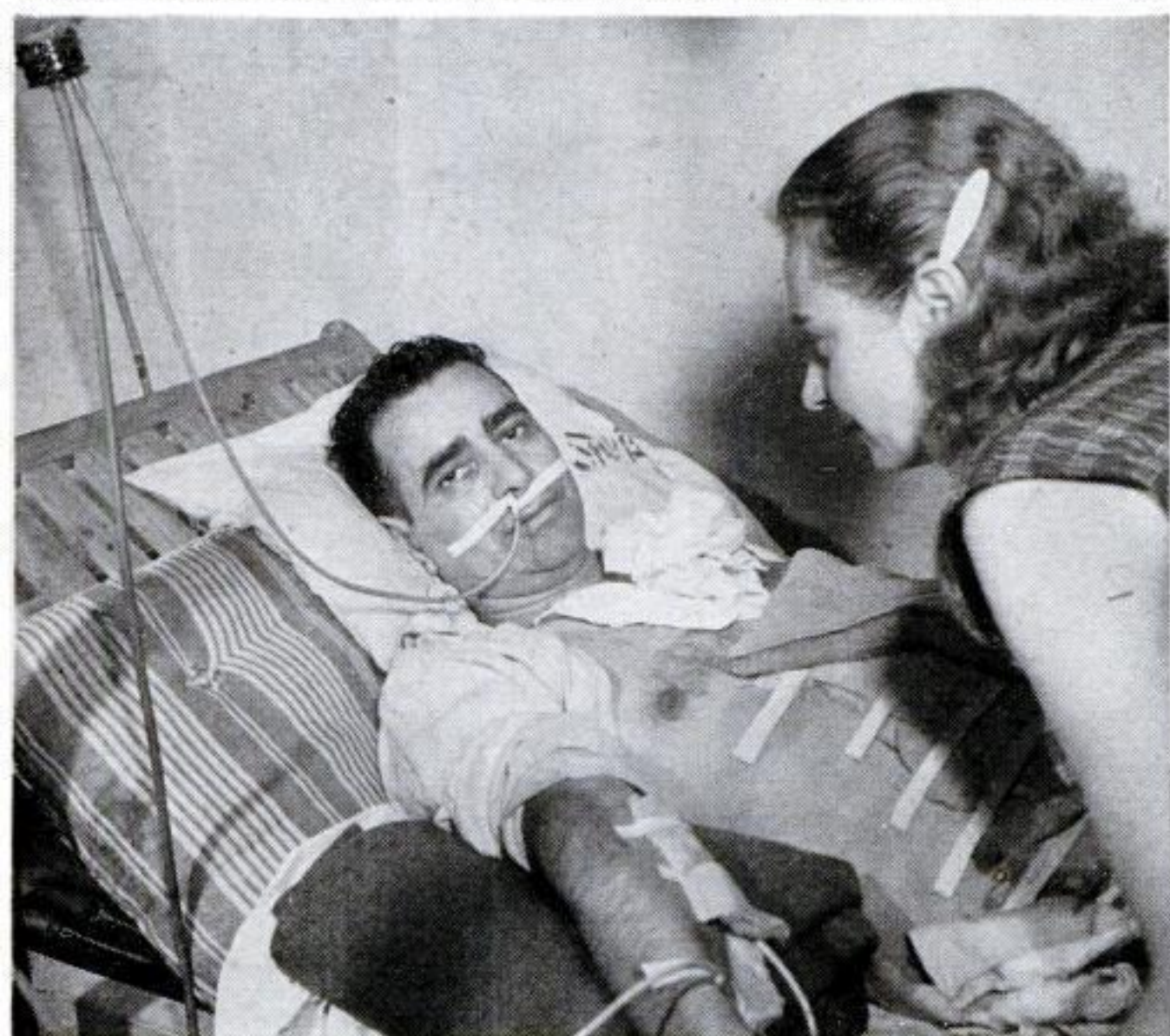


**"JINXED" FLIERS** Bill Odom (*left*) and Milton Reynolds gaze at their big transport's damaged landing gear after Peiping airfield accident which ended their 1948 plan to measure Amnyi Machen from the air by scientific methods.





**WOUNDED EXPLORER** Leonard Clark lies in a Chinese hospital at Canton while recovering from chest wound suffered in brawl that took the lives of Willard Freeman (*below*) and Harold Harris, another guest in Freeman home.



**DYING HUSBAND** Willard Freeman is visited by wife Maya. Transfusions and plasma injections failed to save him. Too much liquor was the reason both men gave for their fight. Clark also thought Freeman "pulled a jealous act."



**POLICE GUARD** sits outside Fang Pien Hospital, keeping Clark under surveillance. The shooting may have ended Clark's plan to take another expedition into Tibet, this time to survey a new land route between China and India.

they all **GO** for

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STORMCOATS

*First for All... For All America*



Smart family!  
They're wearing SNO FO Stormcoats...  
first for style—superb warmth  
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with a half-century of quality know-  
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fabrics for every member of  
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SIR SAM SNO FO SAYS:  
"This is the ORIGINAL  
STORMCOAT!"



**SNO FO**  
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HIGH POINT OF THE BALL IS THE TRADITIONAL "DEBUTANTE FIGURE," A GREAT WHEEL OF SILK AND SATIN FORMED BY GIRLS FROM ALL OVER NORTH CAROLINA.



**LEADER OF THE BALL** was Alice Sanders, shown at home with her mother, Mrs. F. Foy Edwards, who led Raleigh's first mass debut in 1923, forerunner of present ball.

## *Life Goes to the Terpsichorean Ball*

**131 North Carolina belles make their society debut**

To a North Carolina debutante the September weekend of the annual Terpsichorean Ball is an event she anticipates with equal hope and dread. She fills up her days getting a new permanent and a new coming-out dress and picking an escort, but until almost the last minute she literally does not know whether she will be asked to the ball or not. The highly prized invitations are given out by a secret committee of the Terpsichorean Club which controls the younger society of Raleigh with a hand of iron.

Several weeks ago the Terpsichoreans sent out their invitations, and last fortnight 131 relieved new debutantes from throughout the state turned up in Raleigh's Memorial Auditorium to make their bow. Each wore a white gown and carried a bouquet of red roses in white-gloved hands. Each was spotlighted in turn on a stage while an announcer droned off her name, her hometown and the name of her college-boy "chief marshal" or escort. When the last girl had been introduced all gathered on the polished dance floor around Debutante Queen Alice Sanders and revolved sedately in a great wheel of ribbons, which dissolved gracefully into general dancing. There were no wallflowers, each girl having thoughtfully provided herself, in addition to her marshal, with four other dates.

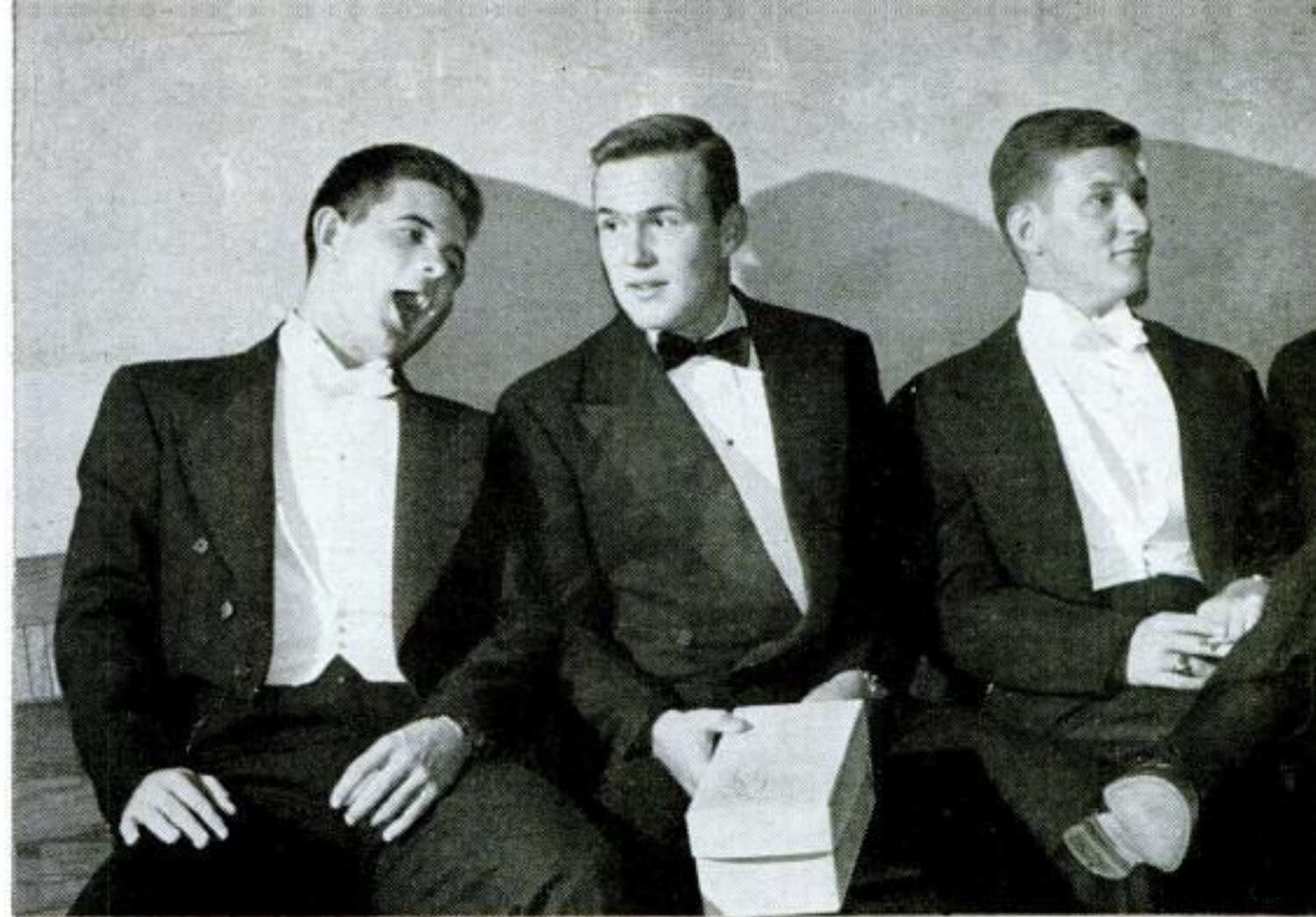




**THE RIBBONS LEAD TO ALICE SANDERS (CENTER) WHO WAS LEADER OF THE BALL**



**LEADING A SAFARI, a Raleigh matron heads for a private party at a nearby hotel following the cotillion. Boy holds one of the rose bouquets handed out to each debutante.**



**WAITING PATIENTLY, Russell Thompson (left) sits with companions at one side of the Raleigh auditorium before the flourish of the orchestra that opened activities.**



**JITTERBUGGING** in an ante-bellum hoopskirt was attempted by Joan Fraley. To happy surprise and amusement of her escort she did it without tripping either of them.



**GUITAR SOLO** in hotel lobby inspires an impromptu dance by Debutante Betty Lou Merrill. Most couples went on to one private hotel party after another all night long.



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JERIS  
BARGAIN!**

**\$1.25** JERILITE  
HAIR BRUSH

Professional-type brush  
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Eight inches long

**75¢** JERIS  
ANTISEPTIC  
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**\$2.00 VALUE**

**BOTH ONLY  
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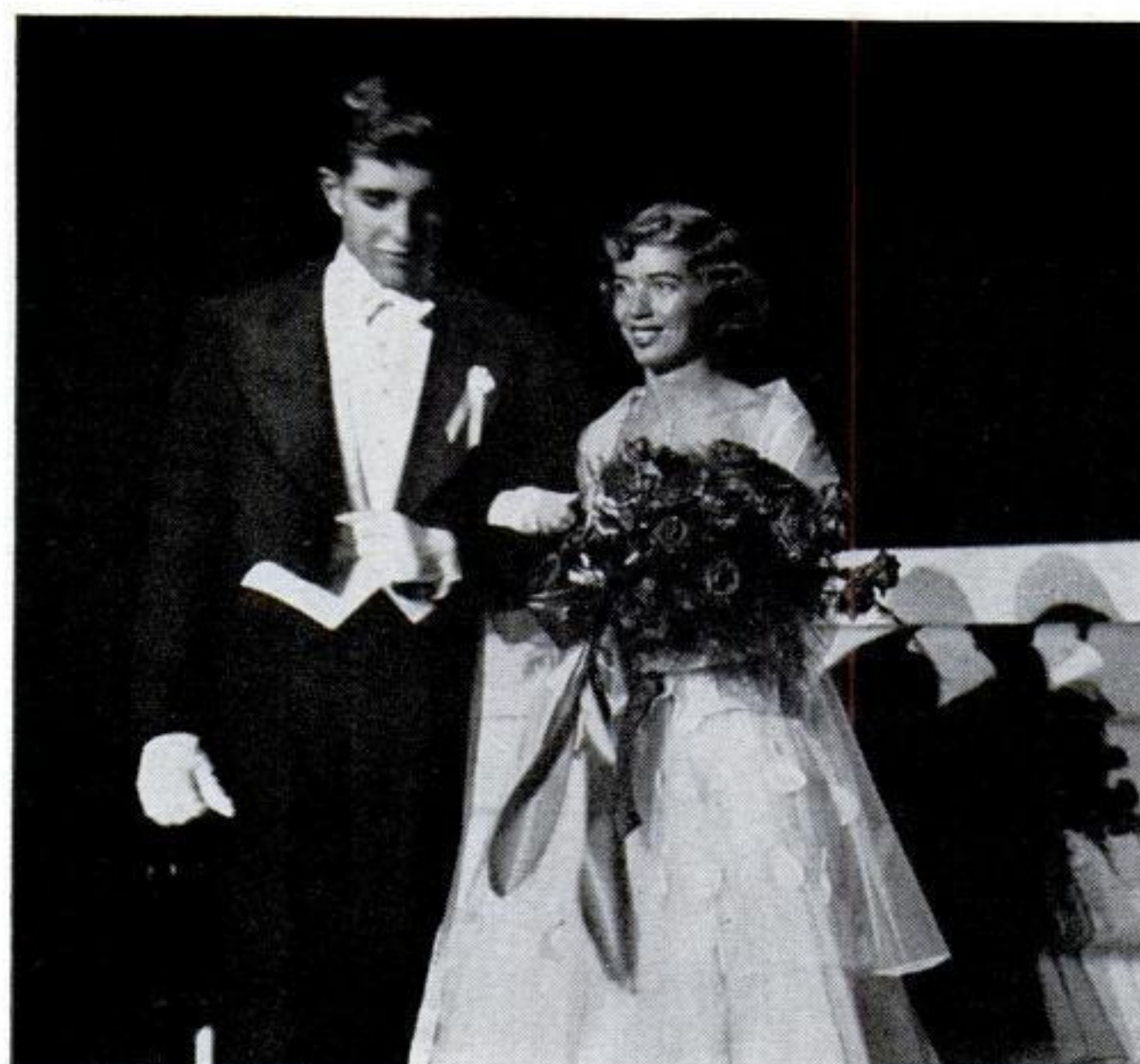
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Tonic: 1. KILLS DANDRUFF GERMS\* on  
contact... removes ugly dandruff flakes;  
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roots... promotes neat, healthy hair.  
Your druggist has this money-saving  
Jeris combination offer now. Get one for  
every member of your family, today!

**HURRY TO YOUR DRUGGIST —  
SUPPLY IS LIMITED!**

\*(*Pityrosporum ovale*), which many authorities  
recognize as the cause of infectious dandruff.



**CARRYING ROSES** is traditional for every debutante. Here a couple descends white-carpeted steps to platform after the girl's formal introduction.



**WAVING ROSES** in the air, Emmett Morrison uses bouquet as a baton for a vocal duet. Girl's black gown indicates that she is not this year's debutante.



**COUNTING ROSES** carefully one by one in Ellen Weaver's bouquet gives bashful James Ware of Asheville something diverting to do. There were 20.

**Pleasant  
TO TAKE**

**Pleasant  
IN ACTION**

**Pleasant  
FOR CHILDREN  
& GROWN-UPS**

When Nature 'forgets'  
remember

**EX-LAX**

THE CHOCOLATED  
LAXATIVE

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Don't wait! Get Dr. Scholl's  
SOLVEX today! This famous  
prescription of Dr. Scholl's  
quickly relieves itching, kills  
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Dr. Scholl's SOLVEX.  
In Liquid, Ointment  
or Powder form.

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**Dr. Scholl's SOLVEX**

32% of all MEN'S SHOES  
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**LIFE** reading families

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**T-N-T  
POPCORN**  
9 quarts from 1 can



Get Relief  
**QUICKER**

From Your Cough  
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**FOLEY'S** Honey & Tar  
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## Bonus #1 Peace of Mind

1. Sometimes known as "that relaxed feeling." And why shouldn't you be relaxed knowing you're safer crossing the country by Pullman than you are crossing the street in your own home town.



## Bonus #2 The Comforts of Home

2. Not all, but most of them, including: deep-sprung seats, big, soft beds, clean linens, warm blankets, bright mirrors, hot and cold running water, modern toilet facilities and personally controlled heat, lighting and air conditioning.



## Bonus #3 Railroad Dependability

3. In spite of rain, sleet, snow, ice or fog; in spite of mountains or darkness... when you go Pullman you get where you're going on dependable railroad schedules, arrive right in the heart of town, convenient to everything.

# Go Pullman

THE SAFEST, MOST COMFORTABLE WAY  
TO GET THERE!

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# Welsh

*Creates A Stir  
Among The Small Fry!*

**SENSATIONAL  
POPULARITY OF  
THE WELSH  
STROLLETTE FOR  
TODDLERS BEING  
DUPLICATED IN  
THE DOLL-BABY  
WORLD!**

*These Welsh Features  
Thrill Little Mothers:*

- A sure 'nuff shopping bag that holds things for dolly (or puppy). Removable for cleaning.
- Completely collapsible for folding and storing.
- Attractively styled just like the "grown-ups".



*Dolly's WELSH "Gadabout"*

**AT ALL LEADING STORES**

**WELSH COMPANY**

World's largest manufacturer of folding baby carriages  
1535 S. EIGHTH ST. ST. LOUIS 4, MO.



**Whereas** a woman would walk a mile to watch a fashion show, we suspect that most men would walk ten miles to avoid one. On another page of this magazine there is an advertisement showing a young man at one of these affairs, and his expression seems

to suggest that, after all, there *are* compensations.

We wouldn't venture to describe the creation that the young lady is modeling, but we do know that the young man is wearing a Hart Schaffner & Marx Marine Blue worsted, a suit that is flattering to a man of any age or build.

A blue suit, in fact, is the keystone of a man's wardrobe. But beware! Its very simplicity demands perfection in fit, fabric and tailoring. Otherwise it is apt to look commonplace. If you are wise, you will look for the Trumpeter® label. And, finding it, you can be certain of a suit that will feel right and look right for a long, long time.

## Terpsichorean Ball CONTINUED



"MY PEARLS ITCH," says Debutante Virginia Lea of Rocky Mount, and P. Z. Dunn Jr., a friend from her home town, obliges by scratching her neck.



**JUMPING ON BED** while holding drinks amused this quartet at one of many private hotel room parties that followed the ball. Their verdict: "Silly but fun."





MR. IAN HUNTER, distinguished star of stage and screen made his New York debut in "School for Scandal" in 1925. He has since starred in a series of major successes, the latest being "Edward, My Son."

## For Men of Distinction... LORD CALVERT

Why do Men of Distinction—characteristically men of moderation—so often choose Lord Calvert when they drink? Because, as wisdom dictates moderation, discriminating taste dictates the choice of Lord Calvert...so rare...so smooth...so mellow...so *distinctively light*. Enjoy Lord Calvert yourself... tonight.

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to give you a finer cigarette!

L. G. GRIFFIN, veteran independent auctioneer of Clarksville, Va., says: "Season after season I've seen the makers of Luckies buy fine tobacco—prime, ripe, golden leaf. I've smoked Luckies for 14 years." Here's more evidence that Luckies are a finer cigarette.

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!



**L.S./M.F.T. — Lucky Strike Means Fine Tobacco**

So round, so firm, so fully packed—so free and easy on the draw

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